DECEMBER 19, 1955 35c PER COPY

BROADCASTING TELECASTING

THIS ISSUE:

25TH year

WHO IS IOWA'S FAVORITE RADIO STATION FOR NEWS!

WHO	WMT	KRNT	WOW	KGLO	KMA	KSCJ	WOC	KDTH	KROS
32.9%	14.8%	5.3%	3.7%	3.3%	3.0%	2.8%	2.5%	2.2%	1.8%

The chart above is lifted intact from the authoritative 1955 Iowa Radio-Television Audience Survey—the 18th consecutive study by Dr. Forest L. Whan of Iowa audiences.

The 1955 Survey proves that except for working, listening to the radio is still the principal activity in the average Iowa home—*and that WHO still gets the biggest hunk of radio-listening in the State.*

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National Representatives

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Plus "Iowa Plus"—with
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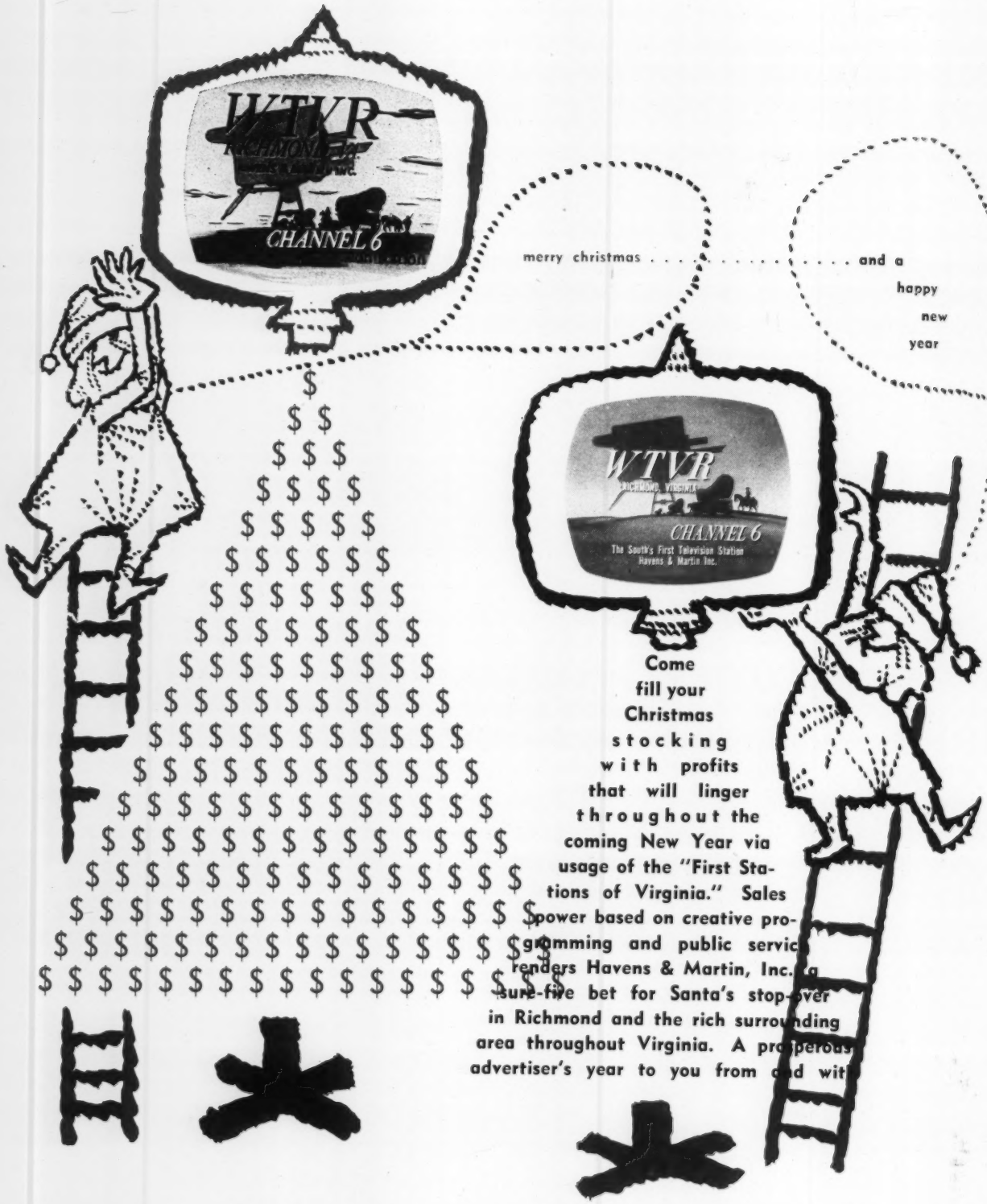

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CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

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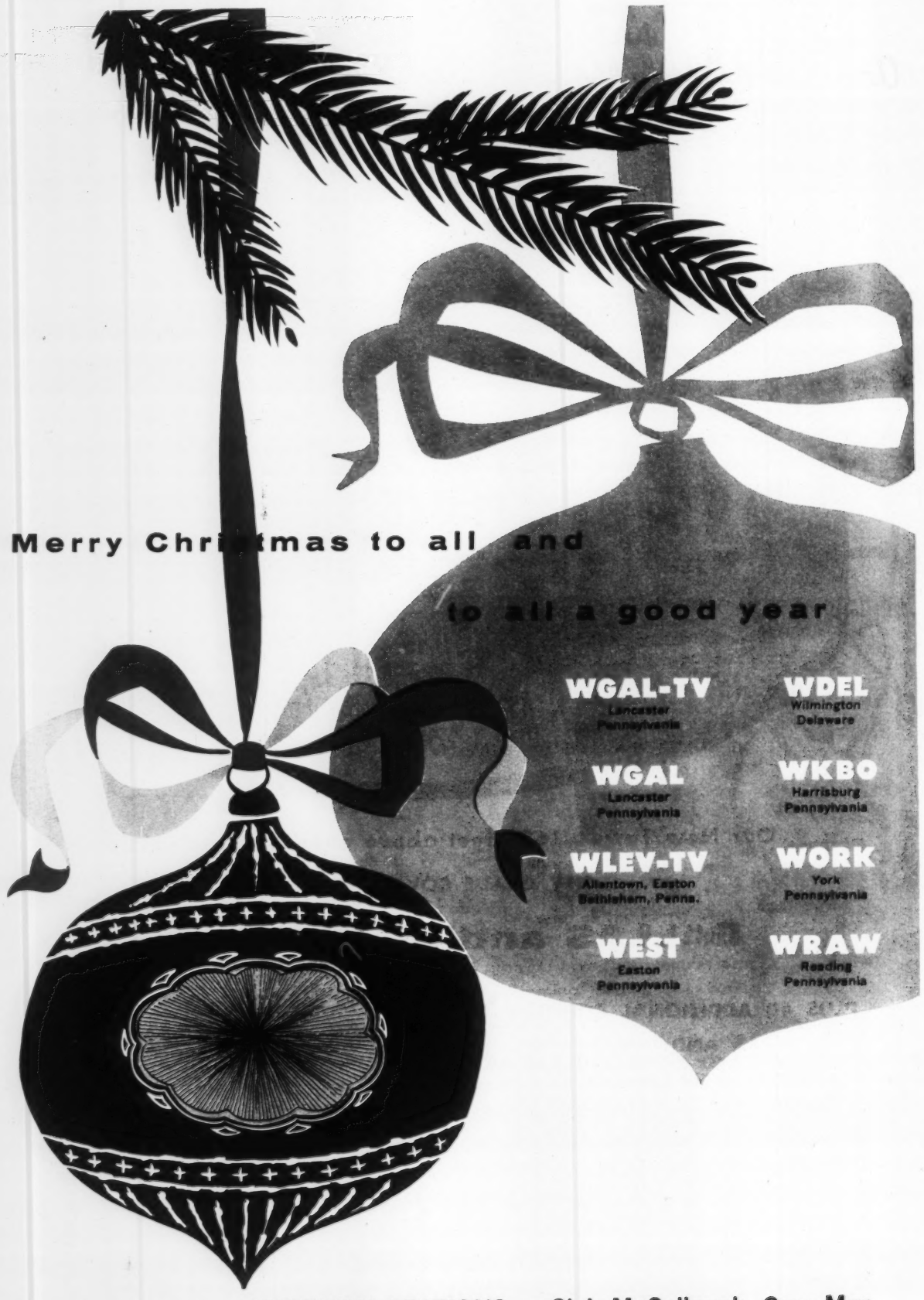

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closed circuit®

NEW YARDSTICKS? FCC is considering revision of its program yardsticks in regard to definitions of public service, education, religion and discussion. Legal staff now is undertaking study at Commission's behest, and will make its recommendations to FCC shortly. Current definitions, in minds of some Commissioners, are too narrow and overly stress commercial sponsorship.

B•T

FROM preliminary discussion he had with tv station operator, it's plain Matthew Fox, head of Motion Pictures for Television, expects to get more than his money back when he acquires RKO Teleradio Pictures feature stock for $12.2 million (story page 40). Mr. Fox reportedly quoted price of $100,000 per year for five years for feature package in medium market—plus guarantee that station would carry eight commercial spots per day throughout contract period for consumer goods company in which Mr. Fox has interest. P. S.: Station operator doesn't think Mr. Fox was kidding.

B•T

DOUBLE-HEADER PARTY • Celebration of NBC's 30th anniversary as network and Brig. Gen. David Sarnoff's 50th in communications—is being planned for NBC affiliates next year. NBC is thinking of convention to celebrate double event, has sounded out some affiliates about Havana. Time: about November 1956.

B•T

FCC continues in quandary over now-celebrated Fresno case wherein its membership split three ways and with no clear majority (at least four Commissioners) for either applicant. FCC last week decided to refer question of procedure to General Counsel Warren E. Baker, with likelihood of final consideration this week. Fundamental question presumably is whether Comrs. Hyde and Bartley, who voted against both applicants, actually could be construed as participating since their votes cancelled out affirmative action for either station.

B•T

SOMEBODY'S GOTTA GIVE • Federal Communications Bar Assn., representing attorneys practicing before FCC, found itself in inadvertent conflict with Republican National Committee last week. Bar group has selected Jan. 20 for its annual dinner with FCC members as honor guests. That's same evening that GOP has scheduled its $100 per plate Eisenhower dinners in Washington and throughout country. It's logically presumed that at least four Republican members of FCC will deem it desirable to attend GOP function.

APPROVED at AFL-CIO merger convention Dec. 8 (but not announced) was realignment of network broadcast schedules of two unions under consolidation effective Jan. 2. Edward Morgan, AFL newscaster, who has held down 10:15 p.m. slot on ABC Radio, moves to 7:15 daily period on same network now occupied by John Vandercook for CIO. Mr. Vandercook is expected to take over new five-minute segment at 10-10:15 p.m. on ABC Radio. Both accounts, placed through Furman-Feiner, New York, aggregate about $625,000 for time. M. S. Novik, broadcast consultant and president of WOV New York, continues as top authority on broadcast matters for merged union.

B•T

COURT-SHY • Despite allegations of instances of monopoly-type abuse, there's still no sign that any broadcaster will launch suit to test NCAA college football control. While NARTB Sports Committee didn't divulge it, members decided to poll association's board of directors before issuing statement putting NCAA on notice that broadcasters are unhappy with football control and might do something about it. Next step—if it's ever taken—will be filing of suit by aggrieved station or network.

B•T

REPORTS to contrary, Jack Harris, vice president-general manager KPRC-AM-TV Houston, last week affirmed he had renewed both am and tv representation contracts with Edward Petry & Co. for long term.

B•T

RINGING OUT 1955 • FCC meets this Wednesday for final full-dress session of year, with likelihood that number of transfer cases (perhaps including NBC-Westinghouse Philadelphia-Cleveland swap) will be cleaned up. There may be one or two additional hearing cases, too, it's thought. While there will be no regular meeting Dec. 28, Chairman McConnaughey expects at least quorum (four Commissioners) to be present to handle any non-controversial matters requiring 1955 action. Outlook is for "big days" Jan. 4 and 11.

B•T

FURTHER indication that FCC proposes to proceed in deciding tv docket cases and deintermixture petitions for overall allocations rule-making given last Wednesday in Evansville, Ind., ch. 7. FCC voted 4-2 (Hyde, Bartley dissenting; Lee absent) to deny petitions of two uhf stations (WFIE Evansville; WEHT Henderson, Ky.) for deintermixture, paving way for decision on competitive applications of Evansville Tv Inc. and On The Air Inc. (WGBF). Examiner Sharfman issued initial decision in favor of Evansville Tv Inc.

SHOPPER • Chicago Tribune Co., contrary to reports that its WGN-AM-TV are on block, reportedly is shopping for new broadcast properties, notably in tv. Affiliated in ownership with Tribune Co. is *New York Daily News*, which owns WPIX (TV).

B•T

SECONDARY market tv station now carrying Hazel Bishop-sponsored This Is Your Life *(NBC-TV) was called last week by representative of Bishop agency, Raymond Spector Co., and asked how many free spots station was willing to carry for cosmetic firm. Spector man was quoted as saying he had been told to make similar inquiry of 20 secondary stations on NBC-TV lineup. Raymond Spector, head of agency, told B•T Friday that Bishop was cutting back station lineup on show but denied he knew of free spot request.*

B•T

GOING FOR BROKE? Advocates of freedom of speech and courts are cheered by news that Colorado Supreme Court has decided to put sound-visual media on trial next Jan. 30 under full court procedure (story page 74). But serious angle, some observers feel, is spectre of old legal doctrine of *stare decisis* (let decided matters stand). If radio-tv emerge with favorable court ruling, it will be significant step forward in freedom of speech and access battle. On other hand, in case of unfavorable decision there is belief unsympathetic legal entities—and most of them are concededly unsympathetic—would quickly invoke *stare decisis* against modern reporting media.

B•T

AIRLINES are turning to radio to promote scheduled flights. Trans-World Airlines Inc. is considering expansion of current radio saturation campaign in additional markets, effective early next year, through BBDO, New York, and American Airlines for a San Francisco to Chicago special flight is using three radio stations in both Chicago and San Francisco, starting Dec. 26 for 13 weeks, through Lennen & Newell, New York.

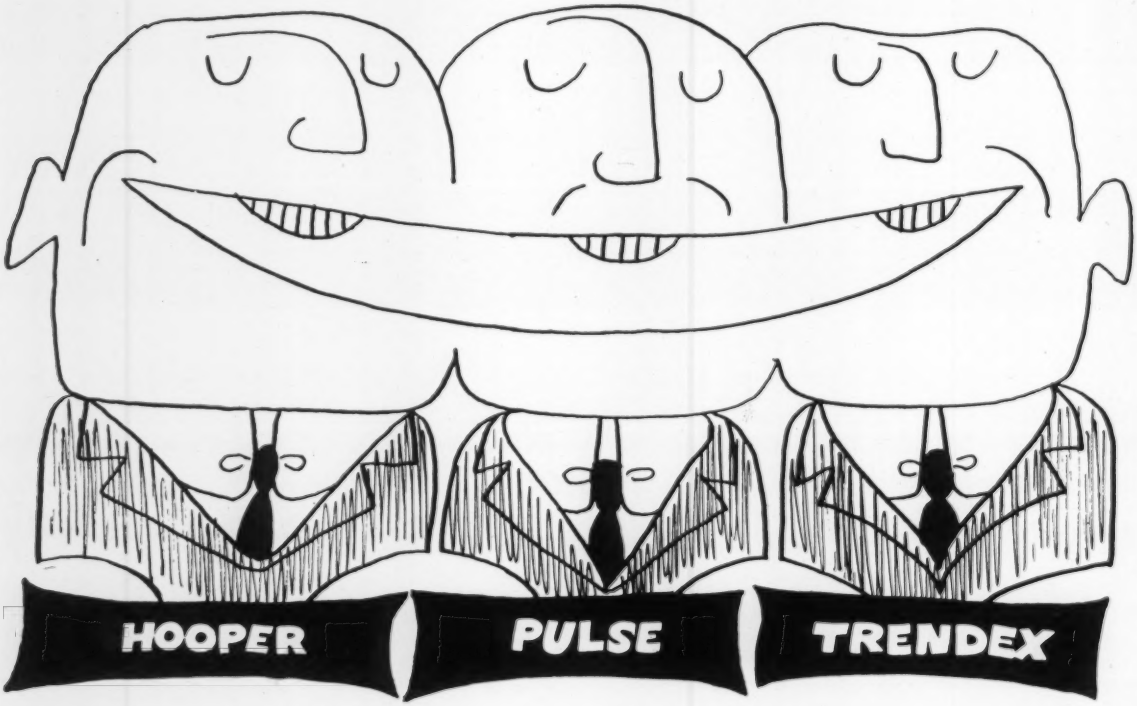
B•T

TV COPY • In move that will be watched by other agencies, Kenyon & Eckhardt, New York, is planning to place its television commercial producers, now reporting to radio-tv programming department, in copy department.

B•T

RICHARD BEAN, media director, Grey Adv., New York, is expected to join McCann-Erickson, New York, as associate media director, after first of year.

all three say the same mouthful:



No matter who asks the questions in **OMAHA**

the answer is **KOWH**

Master of all who survey Omaha! That's KOWH—with 43.7% average share-of-audience by Hooper (Oct.-Nov.). The latest Pulse for Omaha-Council Bluffs has KOWH on top in every time period! So does Trendex. KOWH has placed first in audience year after year, gradually increasing first place dominance until now KOWH is first in every time period of every survey in the Omaha market. Mid-Continent programming and excitement—plus good coverage (660 KC.) are accomplishing wonders for national as well as local advertisers. So whichever rating you rate tops, you make no mistake with KOWH, which rates first with all three. Get an earful from the **H-R** man, or KOWH General Manager **Virgil Sharpe.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City	**WTIX, New Orleans**	**KOWH, Omaha**
Represented by	Represented by	Represented by
John Blair & Co.	Adam J. Young, Jr.	H-R Reps, Inc.

at deadline

GE URGES FCC TO STUDY POSSIBILITY OF SHIFTING ALL TELEVISION TO UHF

QUALIFIED proposal for all-uhf tv turned up in deluge of allocations comments which continued to become public at FCC Friday. GE, in carefully worded statement, urged FCC to study question of whether or not all tv should be moved to uhf. Signed by W. J. Morelock, technical products chief, GE proposal recommended holding on to uhf, expressed thought there is more room for nationwide tv service in 70 uhf channels than in only 12-15 vhf frequencies.

"The purpose of our comments," GE statement read, "is to urge that any consideration of the issues in this rule-making proceeding should start with a thorough objective inquiry into the possibility of an adequate all-uhf television service."

If such a move is made, GE said, five to seven year transition period should be allowed. GE also recommended that during time Commission considers comments and counter-comments on rule-making, no vhf grants be made in uhf markets.

Other significant filings that came to light Friday:

Crosley Broadcasting Corp. submitted study made by its William S. Alberts, chief propagation engineer, of various possibilities with addition of extra vhf channels taken from 72-76 mc and 88-108 mc (fm) portion of spectrum. In one section, two vhf channels are carved from fm, permitting added vhf allocations to 20-23 of top 84 metropolitan districts. Under strict accountability regarding spurious emission and response effects, this was reduced to 11 metropolitan districts and 14 outside such districts. In second plan, which adds three vhfs, two from fm and one from 72-78 mc (moving chs. 5 and 6 upward by 2 mc), 31 metropolitan districts could be given additional channel and nine other cities could be given added vhf frequency. Taking spurious emission and response effects into account, this would permit 21 metropolitan districts and 14 other cities to be given one additional vhf. Crosley study also indicated converters (for new vhf channels) would cost about same as for uhf ($15 for single channel up to $60 for more expensive continuous tuner).

B•T reporters and editors worked through Thursday night and Friday digesting comments from flood that struck FCC late Thursday in television re-allocation proceeding. Main story on those documents handled through Thursday night begins on page 27.

Uhf Industry Coordinating Committee recommended single-market concept for tv stations; urged elimination of intermixture; lower separation factors and lower powers (50 kw maximum for chs. 2-6; 100 kw for chs. 7-13) unless station can show higher powers are necessary.

Steinman stations (WGAL-TV Lancaster, Pa., ch. 8; WLEV-TV Bethlehem, Pa., ch. 51) suggested no changes in separation factors; no limitations on power and antenna heights, and claimed there was not enough information known to use directional antennas and cross-polarization effectively.

Military's point of view regarding antenna heights was called to FCC's attention by T. P. Pike, Assistant Secretary of Defense. Mr. Pike referred to current studies, asked FCC to consider Defense Dept. position on tall towers.

200,000 Color Set Sales In 1956, Mitchell Predicts

COLOR SET SALES in 1956 should reach about 200,000 while U. S. electronics industry will attain sales and revenues of approximately $10.8 billion, Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., estimated in statement set for release yesterday (Sun.).

Mr. Mitchell placed number of tv sets sold to public this year at about 7.6 million for volume of $1,055,000,000 and said figure would rise to 9.6 million sets in 1960 with dollar value of about $1,521,000,000, and in 1965 to 11.6 million sets with value of nearly $2 billion. He estimated that 31% of sets sold in 1960 and 72% of total set sales in 1965 will be color receivers.

Sales for home radios in 1955, he said, will amount to about 6.7 million for dollar volume of about $134 million, decreasing to 6 million sets for gross of about $120 million in 1956 and rising to 7.3 million sets and gross of nearly $140 million in 1965. He estimated automobile radio sales at about 7 million this year for about $175 million volume, and some 6 million in 1956 for $150 million and 5.5 million in 1960 with volume of about $137 million.

Another industry leader, Dr. W. R. G. Baker, vice president and general manager, General Electric Co.'s Electronics Div., was to predict Saturday that overall sales of color receivers in 1956 will total about 150,000. He said that GE's color receiver, to be introduced by its newly created special color development unit [B•T, Dec. 12], probably will not be placed on market before second half of 1956. He believes that 7.1 million monochrome sets will be sold next year and about 7 million home and portable radios.

'Queen' Buys Imminent

SIGNINGS expected to be announced this week by NBC for its *Queen for a Day* in 4:30-5 p.m. EST period, starting Jan. 3 [BUSINESS BRIEFLY, Dec. 5], to include Procter & Gamble (product as yet not selected), through Compton Agency, picking up 4:45-5 p.m. segments, Mondays, Wednesdays and Fridays, starting Feb. 6 for 52 weeks, and Miles Labs, Chicago, through Geoffrey Wade, that city, buying Thursday, 4:45-5 p.m. EST segment on weekly basis, starting Jan. 5 and running through Sept. 27. Also expected as sponsor: Dixie Cup.

• BUSINESS BRIEFLY

ONE SHOT WITH BING • North America Companies, consisting of Insurance Co. of North America, Philadelphia Fire & Marine Insurance Co. and Indemnity Insurance Co. of North America, sponsoring CBS Radio's *Christmas Sing With Bing*, Dec. 24, 9-10 p.m. EST, for one performance only. Move said to represent insurance companies' first time in network radio. Agency: N. W. Ayer & Son Inc., Philadelphia.

RENEWS, REALIGNS • Monarch Wine Co. (Manischewitz wine), Brooklyn, N. Y., renewing spot radio-tv campaign in about 150-200 markets in January, but is realigning markets and adjusting schedules on individual stations. Agency: Emil Mogul Co., N. Y.

BREW OVER MIAMI • Van Munching & Co. (importers), N. Y., placing 13-week radio spot campaign on four Miami, Fla., stations for Heineken's Holland beer, starting today (Mon.). Peck Adv., N. Y., is agency.

BROKERS BROADCAST • Bruns, Nordeman & Co. (brokers), N. Y., launching 13-week radio spot campaign Jan. 2 for Mutual Funds Investments in four metropolitan New York, New Jersey and Connecticut markets. Agency is Peck Adv., N. Y.

L&M GOES SOUTH • Liggett & Myers (L&M filters), N. Y., will buy radio spot announcement campaign in four southern states—North and South Carolina, Alabama, and Mississippi—starting Jan. 2 for 13 weeks. Cunningham & Walsh, N. Y., is agency.

RISING TO RADIO • Standard Brands Inc. (Fleischmann's yeast), N. Y., planning spot radio campaign in some 90 markets throughout country, starting early next month, with concentration on programs appealing to women. Agency: J. Walter Thompson, N. Y.

L&M RENEWS 'MATINEE' • Liggett & Myers renewal of contract for *NBC Matinee Theatre*, Mon.-Fri. afternoon show on NBC-TV, reportedly signed. L&M originally had purchased 13 participations on program.

TOOTSIE ROLL BUYS • Tootsie Roll Co., through Moselle & Eisen Agency, N. Y., to sponsor *Paul Winchell and Jerry Mahoney Show*, starting with Dec. 24 show (Sat., 11:30 a.m.-noon EST).

LEVER RADIO SPOTS • Lever Bros. (Silverdust), N. Y., launching 21-week radio spot campaign in 60 major markets in South, Middle Atlantic, North, East and Central states, beginning Jan. 9. Agency is Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

VASELINE PICKING TV • Chesebrough Mfg. Co. (Vaseline hair tonic), N. Y., preparing spot television campaign throughout country and currently is reviewing markets. Total stations to be used close to 100 with kickoff date first week in January. Agency: McCann-Erickson, N. Y.

LUCKY STRIKE NEWS • American Tobacco Co. (Lucky Strike cigarettes), N. Y., planning to sponsor radio news programs in about 20 markets effective after first of year. BBDO, N. Y., is agency.

There Can Be Only *One* Leader In Central New York It's WHEN-TV

Audience surveys throughout the year . . . every year . . . identify WHEN-TV as the Number One station in the bountiful Central New York market.

QUARTER-HOUR FIRSTS

ARB	WHEN-TV	281	PULSE	WHEN-TV	177
	Opposition	193		Opposition	98
	Ties	17		Ties	5

Latest Figures Available

MEREDITH ... and *Television* STATIONS

affiliated with Better Ho... Gardens and Successful Farming magazines

KANSAS CITY		SYRA...		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

at deadline

ABC Radio Morning Shows Shifted for New Business

IN move designed to accommodate new and renewed business representing more than $2 million annually in ABC Radio's morning block and to strengthen lineup of programs in period, Don Durgin, vice president in charge of ABC Radio, is announcing reshuffle of shows effective today (Mon.) and addition of five minutes to Walt Disney's *Magic Kingdom* and *My True Story* programs.

New time periods, all in Mon.-Fri. morning segment include: *Magic Kingdom*, 11-11:30; *My True Story*, 10-10:30; *Whispering Streets*, 10:45-11, and *When a Girl Marries*, 10:30-10:45.

Among new sponsors in morning block, Mr. Durgin said, are Swift & Co., Chicago, through McCann-Erickson, Chicago, for *Magic Kingdom*, starting Dec. 29; Stanback Co. Ltd. (headache remedies), Salisbury, N. C., through Piedmont Adv., Salisbury, and Pharmaco Inc., Kenilworth, N. J., through Doherty, Clifford, Steers & Shenfield, New York, for *Whispering Streets*, starting in early January. New advertisers of ABC Radio's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) include Standard Brands (Blue Bonnet margarine), through Ted Bates & Co., New York, starting Jan. 5; Rexall Drug Co., Los Angeles, through BBDO, New York, starting Feb. 6 and Magla Products (ironing board covers), Newark, N. J., through Edward Lieb Adv., Newark, starting Feb. 16.

Color Tv Mobile Units To Be Leased by RCA

RCA announced Friday it will offer for lease to tv stations new RCA color tv mobile units for originating local events. Unit will be equipped with video and audio facilities and two live studio cameras and would be operated by station personnel, A. R. Hopkins, manager, RCA Broadcast Products Dept., said.

First such unit expected to be ready for service this month for tv stations within 150-mile radius of Philadelphia, with additional on-wheel services to be extended at later date to other major tv centers. WCAU-TV has scheduled use of unit to originate telecast on New Year's Day of annual Mummers' Parade in Philadelphia.

WBUF-TV Purchase Hearing Set Despite NBC Request

HEARING on NBC purchase of ch. 17 WBUF-TV Buffalo, N. Y., set for Jan. 4 following pre-hearing conference Friday. Hearing based on protest by ch. 2 WGR-TV Buffalo. WGR-TV said it plans to subpoena Brig. Gen. David Sarnoff, Robert Sarnoff, Joseph Heffernan and Charles Denny, NBC, and Chris Witting and E. V. Huggins, Westinghouse, regarding its charges that NBC pressured Westinghouse into exchange of properties (Westinghouse's KYW and WPTZ [TV] Philadelphia for NBC's WTAM-AM-FM and WNBK [TV] Cleveland and $3 million). NBC request that hearing be postponed until outcome of appeal to court on FCC's right to set protest for hearing turned down by examiner. NBC plans to appeal examiner's ruling to full FCC.

NEWSPAPERS TOO

LAW requiring identification of sponsors of paid radio, tv and newspaper advertising will be sought at next session of Michigan legislature, starting in January, by Republican leaders in state. They said law is needed so public will know who pays for advertising "and can judge accordingly the merit of statements made." Action followed newspaper ads criticizing Republicans, with party leaders claiming sponsors were labor groups. (Under FCC rules, based on Communications Act provision, radio and tv sponsors must be identified on air.)

NARTB Seeks New Formula To Learn Viewer Attitudes

METHODS of finding out what public thinks of television programs were reviewed Friday at first meeting of NARTB Viewer Attitude Committee, headed by Ward L. Quaal, WLWT (TV) Cincinnati. Composed of board members, committee met at NARTB, Washington.

Results of pilot sample study of reaction, conducted for NARTB Tv Code Review Board, were studied. Committee felt other techniques and sites should be examined in search for new way of finding public attitude toward tv. Report will be made to board at February meeting.

Burnett Names Three V. P.s

ELECTION of three vice presidents announced Friday by Leo Burnett Co., Chicago, fifth-ranking U. S. agency in terms of radio-tv billings. Lee Bland, program and direction manager, becomes vice president in charge of broadcasting production. David Dole, broadcasting operations manager, was appointed vice president in charge of broadcasting business division. Gordon Minter, manager of film production, Hollywood, also appointed vice president.

Birmingham Buy Filed

APPLICATION filed with FCC Friday for $18.7 million purchase by publisher-broadcaster Samuel I. Newhouse of Birmingham News Co. and its stations (WAPI, WAFM [FM] and WABT [TV]) including Huntsville (Ala.) Times Co. (WHBS-AM-FM Huntsville) [B•T, Dec. 5]. Application contained no segregation of price for newspaper and radio properties with $16.5 million to be paid for stock, remainder for notes and loans outstanding. Birmingham News Co. listed over $10 million total assets.

Y&R Sets Up Educ. Foundation

YOUNG & RUBICAM Inc., New York, announced Friday establishment of educational foundation to aid students working in liberal arts fields. Preference will be given to relatives of Y&R employes (those earning less than $15,000 per year), but scholarships will not be restricted solely to kin. Initial $100,000 grant has been made by agency to Young & Rubicam Foundation for use during 1956 in sums ranging from $200 to $2,000 annually.

PEOPLE

JOHN W. CRAWFORD, copywriter at Kenyon & Eckhardt Inc., Chicago, elected vice president of agency. Before joining K&E he was with Leo Burnett Co., same city.

GEORGE E. YONAN, formerly with Chicago Film Studios Div. of Chicago Film Lab Inc., tv production firm, to Kling Film Productions Inc., same city, as producer-salesman, effective today (Mon.).

JOHN B. SHELTON, formerly with Crosley Broadcasting Corp. and Avery-Knodel Inc. (station representative firm), both Chicago, and previously Chicago office manager of WOR-AM-TV New York, to Everett-McKinney Inc., Chicago, as western sales manager. He succeeds **ROBERT MESKILL,** who joined CBS Radio Spot Sales account executive staff in Chicago [B•T, Nov. 28].

WILLIAM L. YOUNG, vice president and director of marketing and merchandising, William Esty Co., N. Y., named member of copy planning board. **GRANT THOMPSON,** Esty account executive, elected vice president.

JOHN B. SOELL will resign as account executive for H-R Representatives, effective end of year, to enter station management. He formerly was with DuMont Tv Network handling political broadcasts among other assignments, and before that was with WJZ (now WABC) New York and KXOK St. Louis.

PETER G. PETERSON has been appointed manager and **CHESTER L. POSEY** chairman of plans board in Chicago office of McCann-Erickson Inc. Mr. Peterson has been vice president and director of marketing services, responsible for research, media and promotional planning; Mr. Posey has been vice president and creative director in Chicago.

MALCOLM KLEIN appointed assistant general sales manager of KABC-TV Los Angeles, succeeding **DONALD QUINN,** resigned to become partner in McGovern-Quinn Co., station representative. Mr. Klein has been sales representative for KABC-TV since 1952, previously was with KLAC-TV (now KCOP [TV]) there.

LORING H. DUNTON, general manager of Video Expediting & Library Service Inc., N. Y., appointed exchange manager of modern tv division of Modern Talking Picture Service Inc., N. Y.

EDWARD DE PIANELLI, international banking and business expert, joins executive staff of Research Co. of America.

ROBERT W. KOCH, formerly with Motorola Corp. as advertising manager of Detroit branch and with Transportation Adv., Detroit, as sales representative, appointed sales representative, WXYZ Detroit.

BERNARD TOLK, associate editor of *Printers' Ink*, resigns effective Jan. 1 to join public relations and promotion organization founded three years ago by George Biderman, which henceforth will be known as Biderman, Tolk & Assoc., N. Y.

Two More Staffers Added To Barrow's Network Study

TWO MORE MEMBERS were added to FCC's network study staff. Announced Friday were appointments of Dr. Jesse Markham and Dr. Warren Baum. These bring to six, number of network investigation personnel under U. of Cincinnati Law School Dean Roscoe L. Barrow [B•T, Dec. 12].

Dr. Markham is associate professor of economics, Princeton U. Dr. Baum is economist with Rand Corp.

the week in brief

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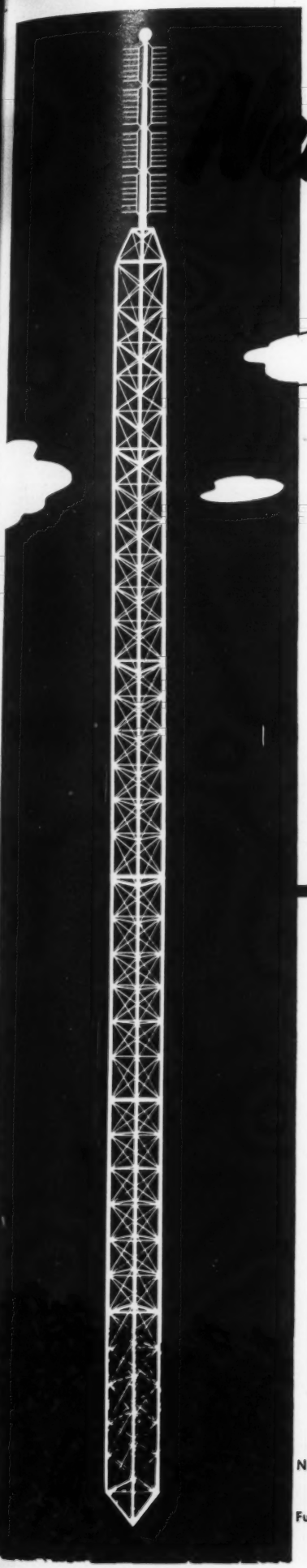


New 1000-ft. Tower

will bring most of Arkansas to

KTHV

CHANNEL 11

LITTLE ROCK!

KTHV, Little Rock — only on the air since November 27 — is now building a new 1000′ super-tower, *1800 feet above average terrain!*

With maximum 316,000 watts on Channel 11, KTHV will deliver an excellent picture to *most of Arkansas*. Presently on the air from 5 to 10:45 p.m. daily, and 4 to 10:45 p.m. on Sunday, KTHV will soon be going full time, *becomes Basic CBS Television Outlet on April 1!*

The star-spangled CBS and ABC shows below are already scheduled. Better ask your Branham man for availabilities NOW!

OMNIBUS
BISHOP SHEEN
G. E. THEATRE
ALFRED HITCHCOCK PRESENTS
APPOINTMENT WITH ADVENTURE
FAMOUS FILM FESTIVAL
ROBIN HOOD
BURNS & ALLEN
GODFREY TALENT SCOUTS
DECEMBER BRIDE
STUDIO ONE
NAVY LOG
THE PHIL SILVERS SHOW
MEET MILLIE
GODFREY AND HIS FRIENDS

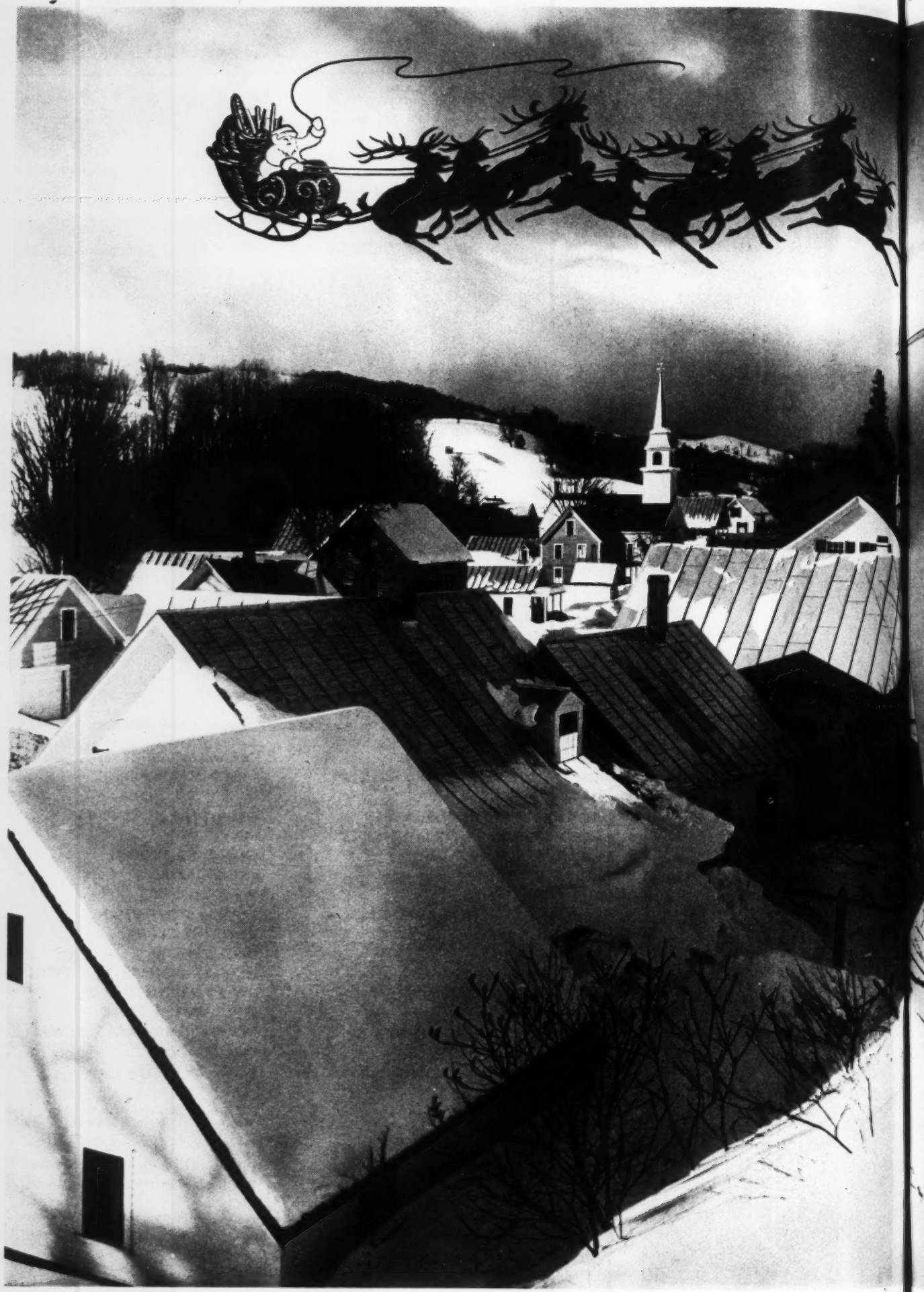
THE MILLIONAIRE
I'VE GOT A SECRET
U. S. STEEL HOUR
FOUR STAR PLAYHOUSE
MAMA
OUR MISS BROOKS
CRUSADER
WANTED
PERSON TO PERSON
BEAT THE CLOCK
STAGE SHOW
HONEYMOONERS
TWO FOR THE MONEY
IT'S ALWAYS JAN
DOUGLAS EDWARDS NEWS

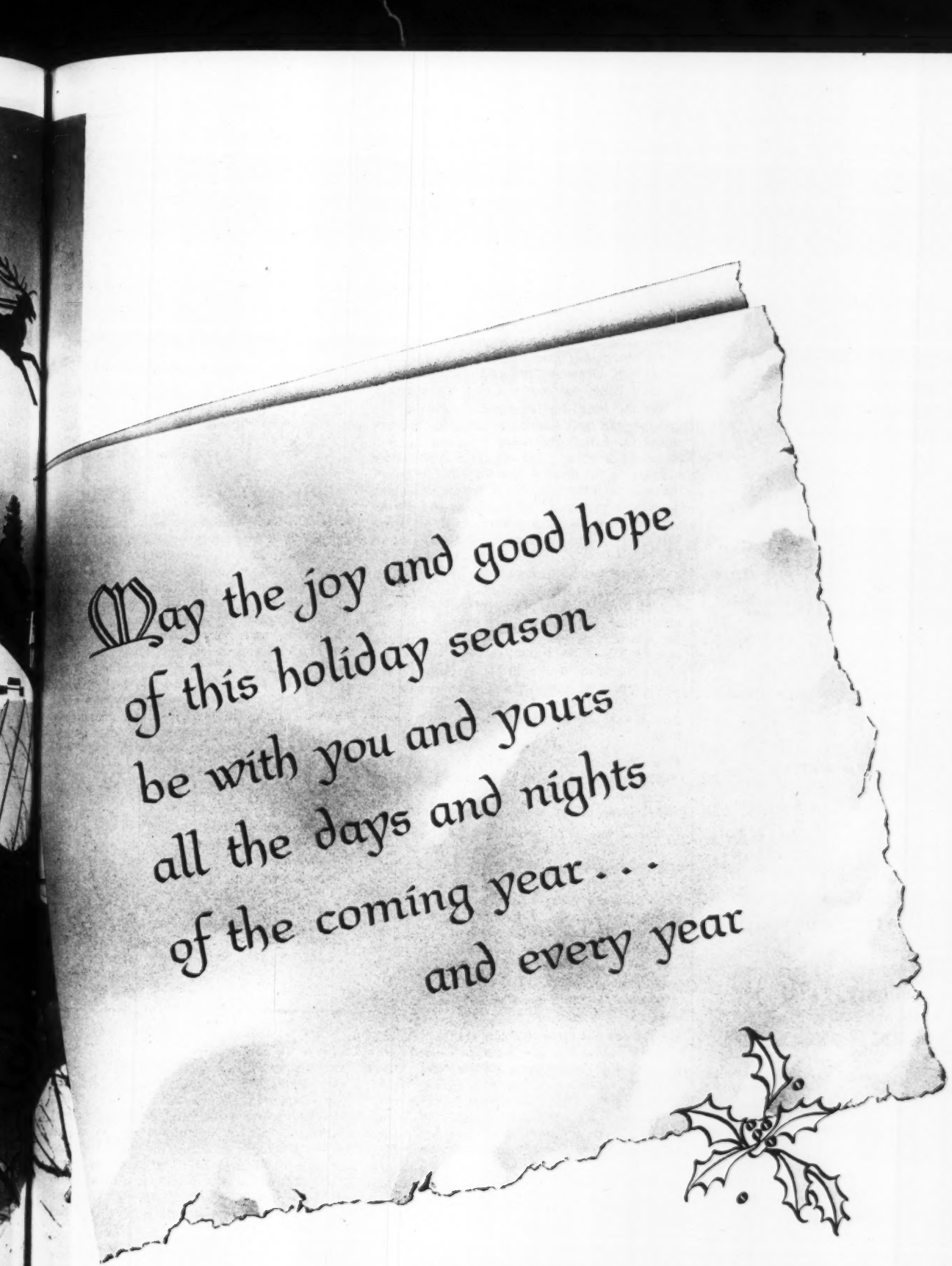
Plus LOCAL NEWS, WEATHER, SPORTS

316,000 Watts
Channel 11
NOW AFFILIATED WITH CBS AND ABC
Full CBS Affiliation on April 1

Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport




May the joy and good hope
of this holiday season
be with you and yours
all the days and nights
of the coming year . . .
and every year

RADIO DIVISION

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

CAPITAL TYPES #17

THE HEAD WAITER

Belongs to the Secret Order of the Itching Palm. Frightens dignitaries and tourists alike. Has secret yen to be a statesman, once took correspondence school course in public speaking. Student of horses, carries around private black list of animals he has lost money on. Plays the ukulele.

And Washington advertisers are playing hob with the opposition when they use WTOP Radio. Small wonder. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

IN REVIEW

SLEEPING BEAUTY

AS DANCE-CRITICS are wise to point out, either you're a balletomane or you're not, so don't expect to take in ballet with mixed feelings. But television has changed that form of thinking, as it has other kinds as well. Take last week's "Sleeping Beauty Ballet" on NBC-TV's *Producers' Showcase,* as an example.

What came out of the tube was magnificent television, produced in the most compatible of colors and scenic effects; it was grand entertainment on a spectacular scale; it was mature television despite the network's feeling that John Van Druten's "marginal notes" helped to spell ballet out to the Great Unwashed.

But the telecast proved once more that the lack of time and limitations of space are not suited for ballet, and we don't mean Ed Sullivan's kind either. Balletomanes legitimately objected to the constant zooming in and out of the arena as if the NBC-TV crews were manning dive-bombers instead of cameras; the abrupt cut-offs from dance to dance; and the "electronic effects" of transparent images. Tv yes, but not ballet.

A word or two about one of *Showcase's* commercials. It was unfortunate that the Ford agency people were prompted to toss in an uninhibited 20th century jazz adagio following the second act, and the line "This Christmas, give all five of the Ford Family of Fine Cars" might not sit too well with Mr. Average Citizen in the weeks to come. Since Ford has given us some of the better live commercials in the past, it was all the more a regrettable lapse of taste.

Production costs: Approximately $182,000.

Sponsored by RCA Victor and Ford Motor Co. through Kenyon & Eckhardt on NBC-TV every fourth Monday, 8-9:30 p.m. EST.

Produced jointly by Nicholas Sergeyev for the Royal Opera House, Convent Garden Ltd., London, and Donald Davis and Dorothy Mathers for NBC-TV.

Cast (Sadler's Wells Ballet): Margot Fonteyn, Michael Sommes, Frederick Ashton, Beryl Grey, Rowena Jackson, Brian Shaw and entire corps de ballet. (NBC-TV): David Wayne, Jada Rowland, Edmund Gaynes and Dennis Kohler.

Narrative play by John Van Druten, staged by David Wayne.

Production (Sadler's Wells): director: Ninette De Valois; assoc. director and choreographer: Frederick Ashton; musical director: Robert Irving; costumes and scenery: Oliver Messel. (NBC-TV): assoc. supervisor: Andrew McCullough; director: Clark Jones; assoc. director: Dean Whitmore; art: Richard Day; settings: Burr Smidt; costumes: Jerome Boxhorn; make-up: Richard Smith; lightings: Jack Fitzpatrick; unit manager: Perry Cross.

DREAM GIRL

"DREAM GIRL," the Dec. 11 offering of Maurice Evans' *Hallmark Hall of Fame,* presented a real challenge to the television technicians which was met and overcome without a hitch.

In playing the title role, Vivian Blaine was required to go through many changes of costumes as she imagined herself on a romantic Mexican lark, a mother of twins, a fallen woman, and a love-smitten murderess, to mention a few. The changes were accomplished on stage, with Miss Blaine as her own wardrobe mistress, using one basic dress throughout with accessories changing its appearance.

In spite of—or because of—Miss Blaine's constant appearance before the cameras in the 1½-hour production and her many changes of apparel, the real star of "Dream Girl" was Hal *($64,000 Question)* March. As a cynical, know-it-all newspaper reporter, the question and answer man gave an excellent and believable performance. Evelyn Varden, in her original Broadway role, won applause as the wealthy and chronically complaining mother of Miss Blaine.

Production costs: $92,000.

Sponsored by Hallmark Cards Inc. through Foote, Cone & Belding on NBC-TV every third Sunday, 4-5:30 p.m. EST.

Producer-host-narrator: Maurice Evans; director: George Schaefer; NBC executive producer: Jack Rayel; associate producer: Mildred Freed Alberg; author of "Dream Girl": Elmer Rice; tv adaptation: S. Mark Smith.

THE ERNIE KOVACS SHOW

HINDERED by failing microphones and ragged pacing, the first performance (Dec. 12) of the new *Ernie Kovacs Show* (NBC-TV Mondays through Fridays) turned out to be a not too amusing affair. Even the comedian's top joke—in which he demonstrated various types of "canned laughter" by actually opening cans that seemed to emit human sounds—was overly long, and his puppet feature, "The Kapusta Kid in Outer Space," was pointless and dull. Songstress Edie Adams (the real life Mrs. Kovacs) was in good voice but her selection, the sentimental "Scarlet Ribbons," seemed inappropriate among the zany proceedings. Matt Dennis was more at home in his vocalizing of "Will You Still Be Mine?"

Production costs: Approximately $17,000 per week.

Sustaining sponsorship on NBC-TV, Mon.-Fri., 10:30-11 a.m.

Producer-director: Jack Hein; technical director: Jerry Cudlip; asst. director: Dick Gillespie; unit manager: Hugh Brannigan; stage manager: Art Angilly; set designer: Bill Moore; video director: George Anderson; lighting director: Bob Riley; writers: Rex Lardner, Alen Robin, Deke Hayward.

SEEN and HEARD

Edward R. Murrow added two more colorful portraits to his impressive tv gallery on CBS-TV's *See It Now* program Dec. 13—this time "Two American Originals," Grandma Moses, the 95-year-old artist, and Louis (Satchmo) Armstrong, the jazz trumpet player. As subjects of Mr. Murrow's unobtrusive and relaxed interviewing technique, they both revealed themselves as fascinating personalities. Filmed scenes of Mr. Armstrong's recent and highly successful concert tour of Europe were in the best Murrow tradition.

Leo Durocher, introduced on *NBC Matinee Theatre* (Dec. 12, 3-4 p.m. EST) as a "truly theatrical personality" did a competent job playing his old real-life role, a baseball team manager. But "O'Toole from Moscow," a Rod Serling fantasy about a Russian diplomatic employe who ends up starring for the Cincinnati Reds, adequately written as it was, was no fit framework for dynamic Mr. Durocher. Leo the Lip shows to best advantage when doing his own dialog, whether directed at umpires or the public at large. If he shows up as himself on his new Sunday night series to debut on NBC in January, the network has material for a good program.

Let's Face The Facts!

This holiday month we Face the Facts with the world's greatest advertiser and promotor of good will.

Head of his own firm, Santa Claus is, without a doubt, the best known of all accounts . . . and he'll be visiting every home in the KFAB area 'long about December 25.

It's going to be another great Christmas in the KFAB area . . . with business at an all-time high . . . and communities small and large bursting at the seams . . . growing bigger and better.

As we count our blessings, we extend our good wishes to our many advertisers, old and new, who make our service possible and to the thousands of loyal listeners who have made our record great.

Everyone at Free and Peters . . . join Harry Burke and the entire KFAB staff in wishing you . . . MERRY CHRISTMAS.

THE MIDWEST-EMPIRE STATION

50,000 WATTS

KFAB

OMAHA NBC RADIO

In Southern California there's only 1 Independent

powerful enough and popular enough to register audiences in radio survey ratings of both **Los Angeles and San Diego.**

Reach BOTH these great markets via the salt-water route from Catalina, by KBIG . . . at a lower cost-per-thousand listeners than any other station.

Any KBIG or Robert Meeker Account Executive will show you the documents.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

our respects

to JOHN JACOB KAROL

EXACTLY 25 years ago tomorrow (Tuesday) John Jacob Karol went to work with CBS as director of research, firm in the conviction that network radio was a highly valuable medium of mass advertising, despite reservations from advertisers and other media.

Today, in his role of vice president in charge of network sales for CBS Radio, Mr. Karol still is trumpeting the praises of network radio (some call him its No. 1 booster) in the face of new skepticism from certain advertising agencies and segments of the broadcast media itself. Some jaundiced observers (in television, for instance) might quip that network radio is right back where Mr. Karol found it in 1930, but this recognized minister plenipotentiary of the aural medium will answer:

"I think 1956 is going to be the big year for network radio. Based on current estimates, we expect 1956 gross billings at CBS Radio to exceed those of 1955. I feel certain that the new 'segmentation' plans of selling, opening network radio to small as well as large advertisers, will contribute substantially to the resurgence of the medium."

It was a chain of fortuitous circumstances that brought Mr. Karol into the broadcast field. He was born in Portland, Ore., on July 26, 1904, and trained for a career in medical research at Harvard U., where he earned his B.A. in chemistry in 1927, and at the U. of California, where he received his master's degree in zoology in 1928 on a Carnegie Research Fellowship. Mr. Karol had made arrangements to enter the Columbia U. medical school in the fall of 1929 to study for a medical degree as well as a doctorate in physiology.

He was swerved from the projected career in medicine by an offer from Archibald Crossley to work for one year as New York manager of his research firm. Mr. Karol had become acquainted with Mr. Crossley during his days at Harvard when he had taken on some research assignments.

It was during his period of service with Crossley that Mr. Karol started to accumulate a thorough grounding in radio research, then in its infancy. At the outset, Crossley representatives merely checked to make sure that a sponsor's commercial had been delivered, because in those days line breaks and interruptions were not infrequent. Subsequently, Crossley offered clients additional services, such as "recall" and "coincidental" surveys.

In 1930, Mr. Karol prepared a report on radio which probably was the most inclusive one made up to that time. It was called "The Advertiser Looks at Radio" and was compiled from Crossley data and information supplied by the Assn. of National Advertisers. As an outgrowth of that report, ANA and Crossley joined hands in what became known as the Cooperative Analysis of Broadcasting.

Mr. Karol elected to stay with Crossley after his first year of service was completed, partly because radio research work intrigued him but also because he married that year (1930). Shortly thereafter, on Dec. 20, 1930, he became director of research for CBS.

In his role of director of research, Mr. Karol found, as the years rolled by, that he was called upon to provide an increasingly growing amount of market information for salesmen and to accompany them on their rounds. In 1935, when these many duties became burdensome, he was appointed CBS market research counsel. The man he recommended as his successor was a young graduate student in psychology whom Mr. Karol met at Ohio State U. on a speaking assignment. The youth who accepted Mr. Karol's offer was Frank Stanton, now president of CBS Inc.

Mr. Karol's training in research stood him in excellent stead as he progressed to more responsible posts in the sales end of network operations, beginning in the mid 1930's. He moved to assistant sales manager of CBS in 1937, and subsequently served as sales manager. In 1951 he was appointed vice president in charge of sales for CBS Radio.

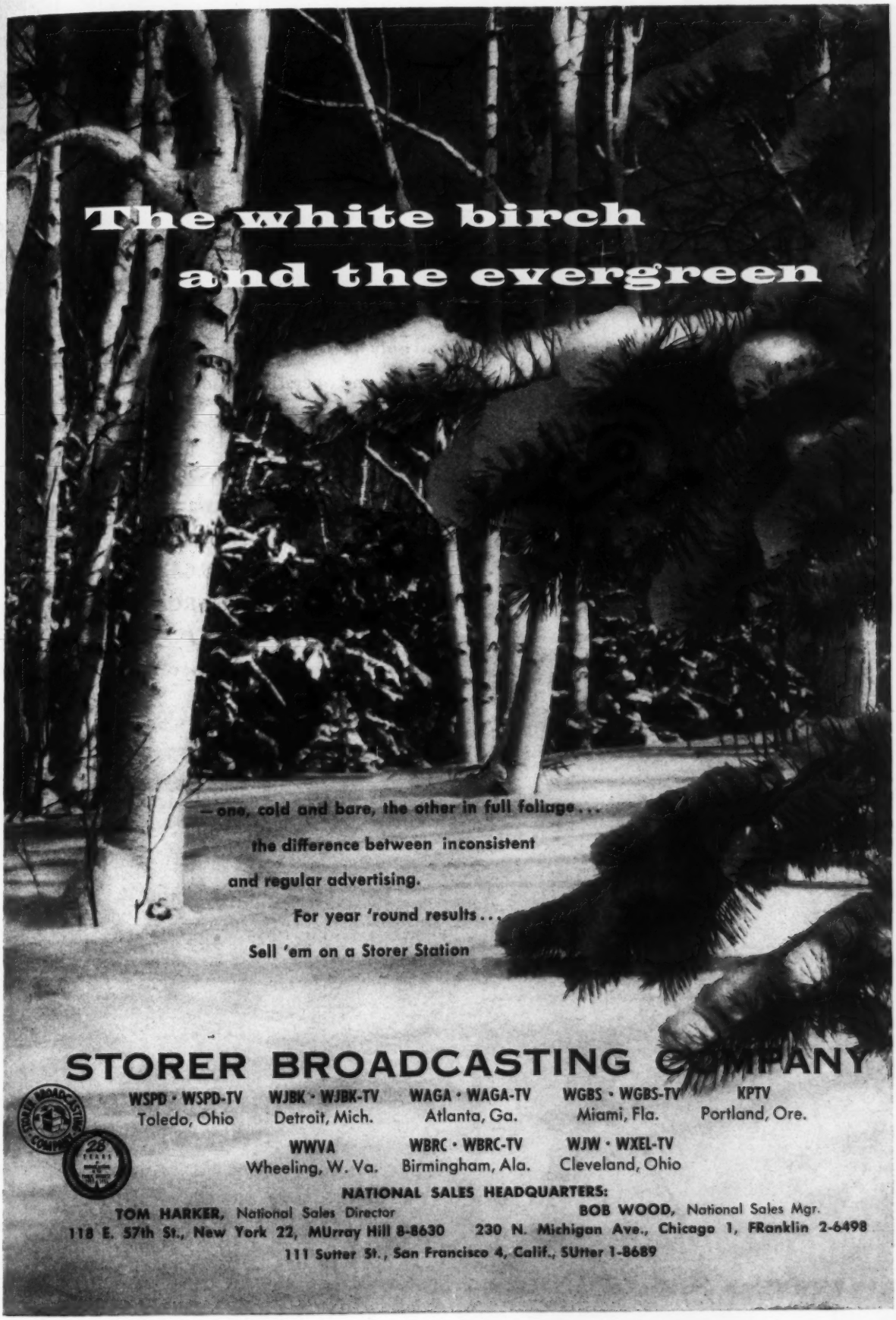
Today, Mr. Karol has as many as three offers a month to speak on the merits of radio, but he points out that he accepts relatively few. He explains that he limits his talks to groups that he feels will be of benefit to radio.

Mr. Karol's sales strategy is directed toward gaining advertiser support for network radio. He points out that if the persons who pay the bills are interested, the agencies will be more receptive. In recent months Mr. Karol has noted an awakening interest by advertisers in network radio, the most dramatic of which is purchase of three CBS Radio daytime programs by Lever Bros., Chesebrough-Ponds Mfg. Co. and Hazel Bishop Inc. for an estimated $4 million in annual gross billings [B•T, Dec. 5]. It was heartening to Mr. Karol that Lever Bros. was set to return to the network with *Aunt Jenny* on Jan. 2, after having that program off the air since last March.

Mr. Karol has been secretary and treasurer of the American Marketing Assn. and is a former president of the Market Research Council. He served as president of the Radio Executives Club of New York for the 1949-50 term. Mr. Karol is a member of the Seven Bridges Field Club, Chappaqua, N. Y., and the Harvard Club of New York.

In 1930, Mr. Karol married the former Ann Hale. They have two children, Kathryn (Mrs. Paul Ross) and John Jr., a Williams College junior. The family resides in Chappaqua.

For relaxation, Mr. Karol enjoys horseback riding. He likes to read biographies and science books and publications, in line with his early-day interests.


The white birch
and the evergreen
—one, cold and bare, the other in full foliage...
the difference between inconsistent
and regular advertising.
For year 'round results...
Sell 'em on a Storer Station
STORER BROADCASTING COMPANY
WSPD • WSPD-TV
Toledo, Ohio
WJBK • WJBK-TV
Detroit, Mich.
WAGA • WAGA-TV
Atlanta, Ga.
WGBS • WGBS-TV
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Cleveland, Ohio
NATIONAL SALES HEADQUARTERS:
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118 E. 57th St., New York 22, MUrray Hill 8-8630
BOB WOOD, National Sales Mgr.
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
111 Sutter St., San Francisco 4, Calif., SUtter 1-8689

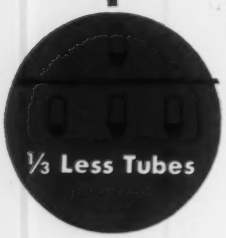
It's Here! RCA's Production C

MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.

COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1⅓ racks for efficient, compact installation.



LOW OPERATING COST

Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.

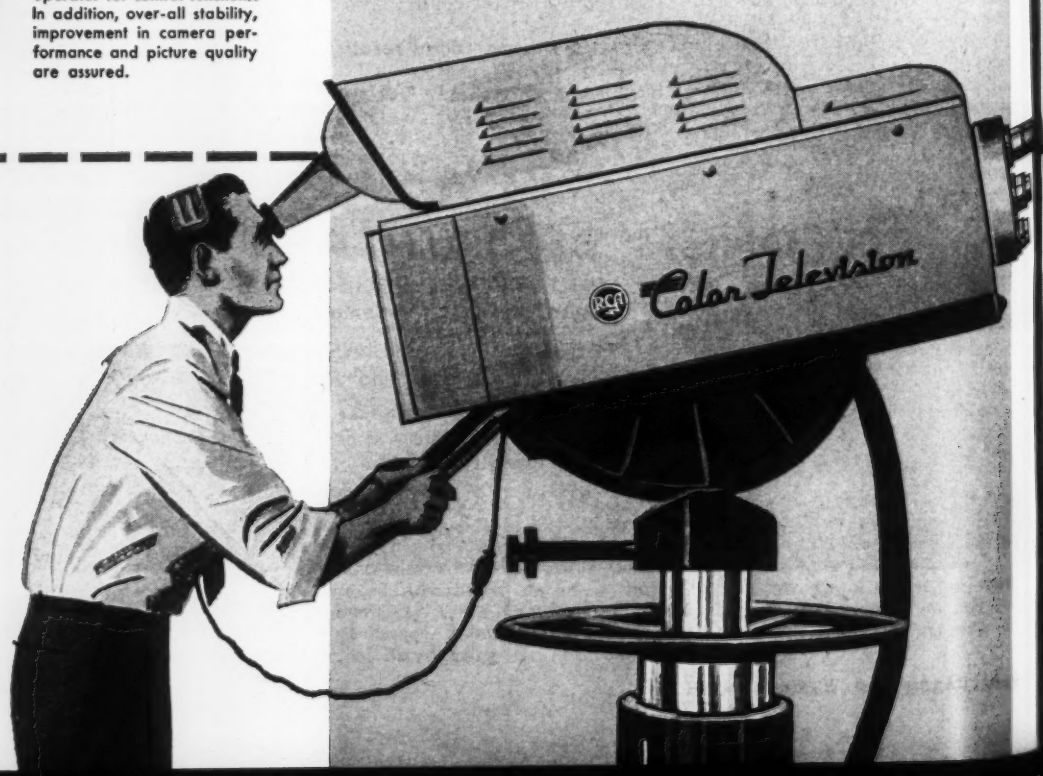
FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

No need to wait any longer for *production* live color TV equipment! RCA has it now . . . a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA TK-41 TYPE COLOR CAMERA



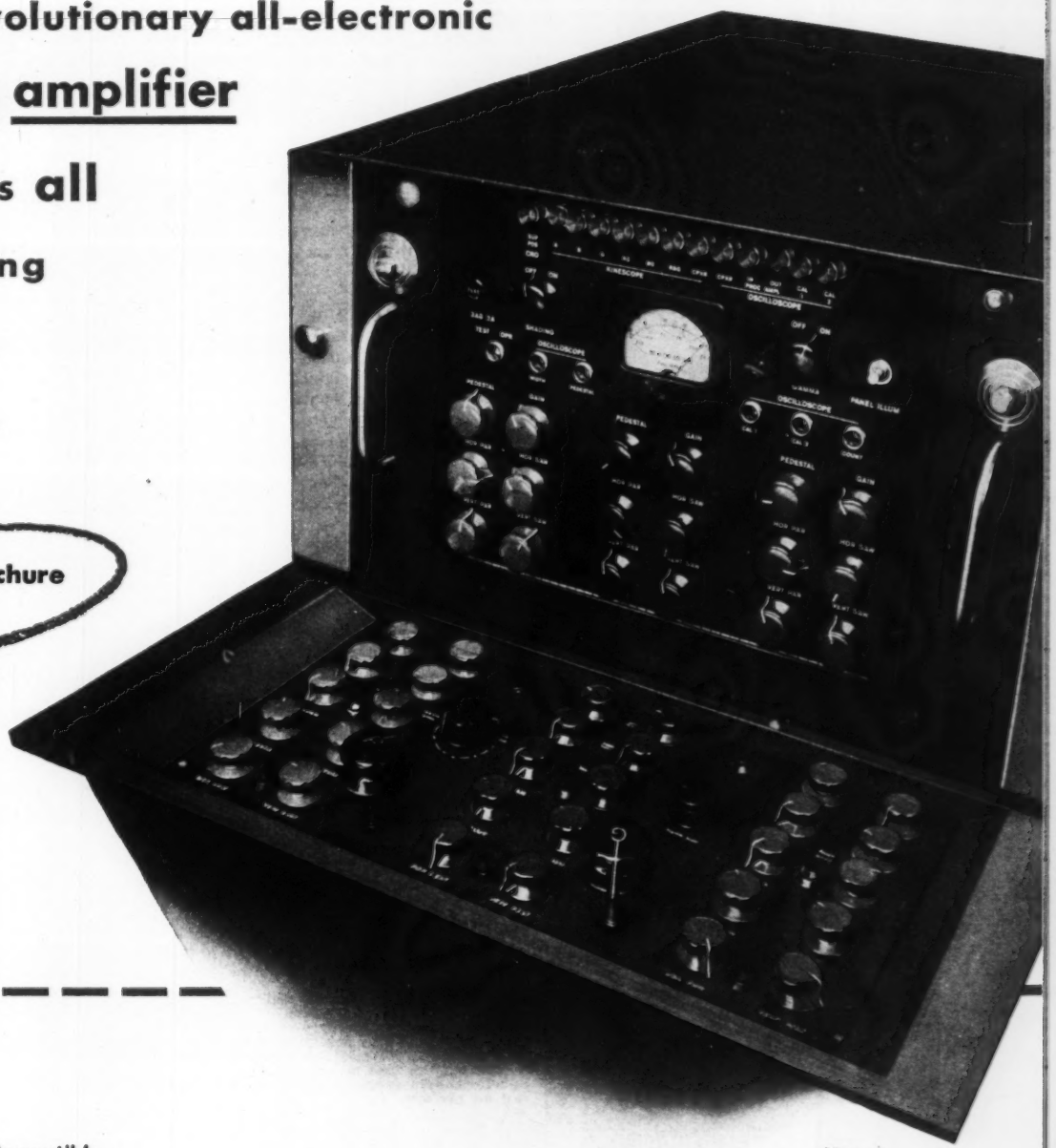
COLOR CAMERA TV EQUIPMENT

...with the revolutionary all-electronic

processing amplifier

which combines all signal processing functions in a single chassis.

12-Page Descriptive Brochure Available on Request.



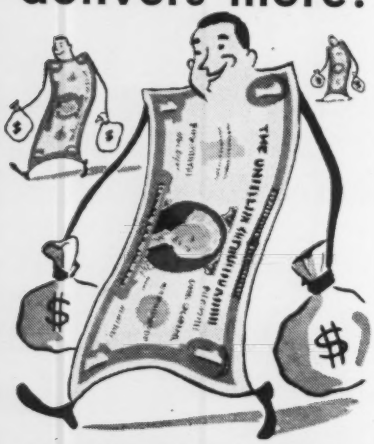
View of Processing Amplifier with front shelf removed

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

Your dollar delivers more!



WSJV-TV

pay less to sell the SOUTH BEND MARKET—

Class "A" time rate comparison of South Bend area stations

Time	WSJV	Station B	Station C
1 hour	$300.00	$500.00	$400.00
½ hour	$180.00	$300.00	$240.00
5 min.	$ 90.00	$125.00	$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

America's 5th richest market*

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation.

*Source: 1955 Sales Management Survey of Buying Power

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., President
PAUL C. BRINES, General Manager

Your Growth Network Station

Serving
South Bend-Elkhart
Northern Indiana
Southern Michigan

For availabilities see your
H-R TELEVISION MAN
National Representatives

OPEN MIKE

Agency Round-Up

EDITOR:

Just thought I would drop you a note to tell you how informative and helpful we think your magazine has become to us. We were particularly impressed and very much interested in your yearly round-up of advertising agencies and television and radio billings.

Knowing some of the inside story, and how difficult it is to get these things accurately done, we are very much impressed with the reliability of the story. Therefore, we find it helpful.

Norman B. Norman, Exec. V.P.
Norman, Craig & Kummell Inc.
New York

A Spector Rebuttal

EDITOR:

Herewith a copy of a letter sent to Allen M. Woodall, president, WDAK Columbus, Ga.
Dear Allen:

Your letter to B•T, which was published in the Nov. 28 issue, is not only unfair—but it is untrue . . .

You know that last year your station was not included among the NBC affiliates that were to carry the three Hazel Bishop tv shows—*This Is Your Life, Martha Raye* and the spectaculars. When you phoned me long distance, I spoke to you. And when you came to my office, I not only gave you a cordial reception, but had lunch with you on one or two occasions. I also spent considerable time with you at the NARTB banquet in Chicago. As a result of your presentation, we placed all three programs on your station.

As co-sponsors of *This Is Your Life* with P&G, we evaluate all stations and markets together. It was the consensus of opinion of both Benton & Bowles and ourselves that *This Is Your Life* could not pay out on your uhf station—in your market. That we could do a more effective avertising job of buying spots on the vhf station as well as programs on the CBS radio outlet.

You will recall that when we canceled your station many months ago, you phoned me long distance. I spoke to you. When you came to New York, I saw you and explained the situation thoroughly. As a matter of fact, I probably have spent more time with you than with any other tv station on our network list. In view of this, I cannot understand how your letter to B•T could have contained such a deliberate distortion of the truth . . .

Richard G. Blaine, Mgr., Radio-tv Dept.
Raymond Spector Co., New York

[EDITOR'S NOTE: Mr. Woodall's letter to B•T (OPEN MIKE, Nov. 28) criticized a statement by Raymond Spector, agency president, which characterized NBC-TV as being "arrogant, brazen and callous" (B•T, Nov. 14). Mr. Woodall said that to find out the true meaning of those words, Mr. Spector should assume the role of a salesman and call on his own agency.]

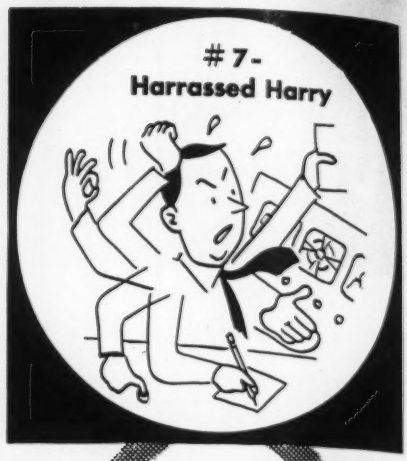
Radio's New Era

EDITOR:

Why is it when a business like radio, regardless of values, is in even a mild depression and has to increase values, reduce rates, or otherwise take it on the chin, even going into the red, that advertising agencies want even more blood.

We are in the advertising business, yet practically all agencies and advertisers want local promotion and merchandising in ever-increasing amounts from broadcasters, simply because of the intense desire of the broadcaster to stay alive, to eat.

There was a day, not so long ago, that most



Director frantic, commercial due

Star performer, Missed his cue!

BUT - not with TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER TelePrompTer stations like

KNXT
Channel 2
Los Angeles

WBBM-TV
Channel 2
Chicago

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

of us tried to convince our listeners and loyal followers that we had a highly respected medium—for advertisers, public service and everything believable. To this end, we have spent countless thousands on fairs, soil conservation, farm safety, bond sales, major emergency relief projects and hundreds of minor campaigns. To most of these we have given talent, money prizes, awards, travel gifts and a score of other dividends.

These projects, down through the years, have yielded a bountiful and loyal audience that believes in our medium and purchases the merchandise sold through it.

Now we come to the new era wherein the rate card for time or space seems to imply time on the air, talent for client disposal, intense merchandising, free plugs and tickets to the Rose Bowl. In short, the more odds and ends, rather than the advertising worth, seems to be the principal reason for purchase. Unfortunately, the heaviest askings are from advertisers and agencies with the largest accounts, so the inducement to compliance is serious indeed. If some or all of the money used under the old policy of general public promotion is necessary or even required, the inevitable result is clear.

We, as broadcasters, are apt to blame the agencies and advertisers for all these extras. I have a feeling that the shoe fits—not there, but here!

Paul A. Loyet,
V. P. & Res. Mgr.
WHO-AM-TV Des Moines, Iowa

Music and News Plus

EDITOR:

On Dec. 8, Carl Haverlin, president of Broadcast Music Inc., addressed a luncheon-meeting of Philadelphia's Television & Radio Advertisers Club. It was a fine speech, well received, and brought up some interesting assertions regarding programming of a music and news station. Mr. Haverlin made reference to WNEW New York as an example of using what he called, "the third ingredient—I, for imagination."

At WPEN we also have made this third ingredient our paramount endeavor. We see it as an extra plus. For example, while we are essentially a music and news station, we have hired personalities who are outstanding entertainers or performers in themselves.

For the past three years now, we have not had announcers as such. Rather, we feature these personalities who are engaged only after assuring ourselves that they possess certain qualifications over and above the average radio performer.

First of all they must have the ability to entertain and attract an audience. After all, many stations offer music. . . . Then, of course, these personalities must be able to sell and move an advertiser's product off the shelves. . . . Finally, the personality employed by the station must be strong enough as an attraction and possess sufficient talent to make personal appearances. . . .

One more word: A station with a music and news programming schedule can, within this formula, invade every area of the program spectrum.

William B. Caskey, V.P. & Gen. Mgr.
WPEN Philadelphia

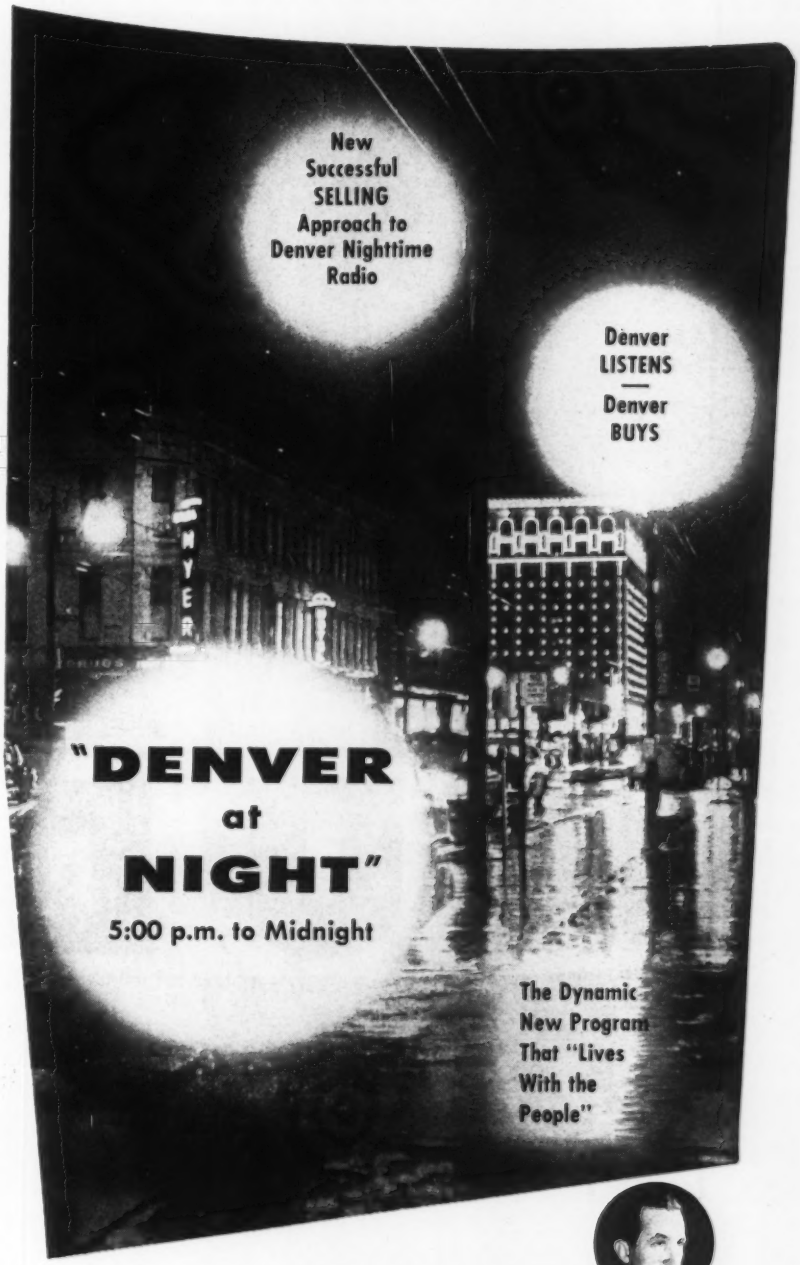
Biting Back

EDITOR:

Your editorial, "The Zenith Bite" [B•T, Dec. 5], is all too true. I've purchased a Zenith tv complete with Flashmatic tuning.

Now, I'm awaitin' a Zenith tv commercial to come on the golderned contraption.

E. J. (Bert) Haling, Adv. Dir.
Great National Life Insurance Co.
Dallas, Tex.


New Successful SELLING Approach to Denver Nighttime Radio
Denver LISTENS — Denver BUYS
"DENVER at NIGHT"
5:00 p.m. to Midnight
The Dynamic New Program That "Lives With the People"

TOM CARLISLE

CHARLIE ROBERTS

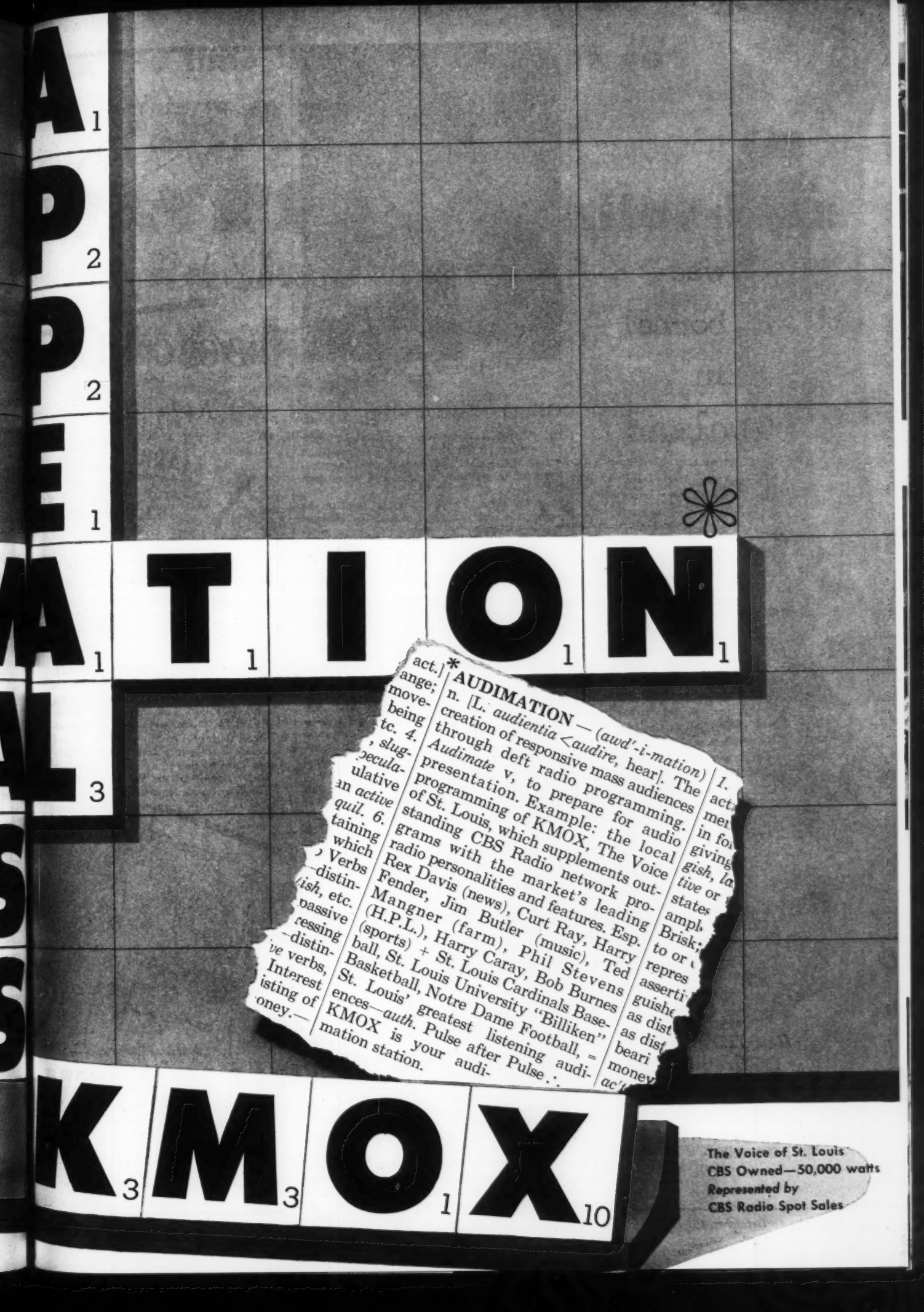
WARREN CHANDLER

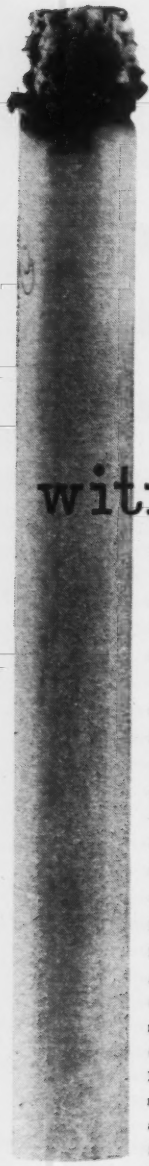
People are interested in people . . .
People buy from people who sell . . .
These KLZ people can **SELL**
and they are reaching the people
who **BUY** with "Denver At Night."

CBS in Denver
KLZ RADIO 560 K.C.
Denver's Personality Station

CALL YOUR KATZ MAN OR KLZ RADIO SALES TODAY!

RADIO
AUDIO
MASS

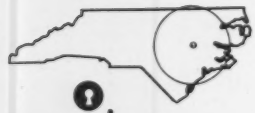

APPEALS
*AUDIMATION — (awd'-i-mation) n. [L. audientia <audire, hear]. The creation of responsive mass audiences through deft radio programming. Audimate v, to prepare for audio presentation. Example: the local programming of KMOX, The Voice of St. Louis, which supplements outstanding CBS Radio network programs with the market's leading radio personalities and features. Esp. Rex Davis (news), Curt Ray, Harry Fender, Jim Butler (music), Ted Mangner (farm), Phil Stevens (H.P.L.), Harry Caray, Bob Burnes (sports) + St. Louis Cardinals Baseball, St. Louis University "Billiken" Basketball, Notre Dame Football, = St. Louis' greatest listening audiences—auth. Pulse after Pulse . . . KMOX is your audimation station.
KMOX
The Voice of St. Louis
CBS Owned—50,000 watts
Represented by
CBS Radio Spot Sales



i was borned in witnland

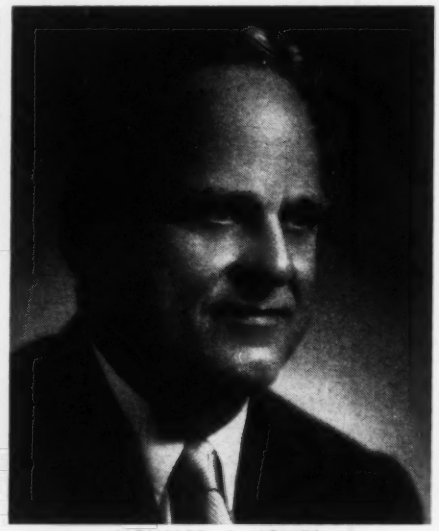
I'm mild, satisfying and I taste like a cigarette should. I was reared in the most exciting sales market on the Eastern seaboard--right under the noses of sophisticated New York advertising men (and that's where a good cigarette should be.)

Witnland is rich not only in bright tobacco but in unharnessed purchasing power. Now Eastern North Carolina has a 316,000 watt NBC affiliate to boot. Add Grade A service to the mighty Marine Bases at Cherry Point and Camp Le Jeune for good measure. Transmitter at Grifton, N. C. Studios and offices at Washington, N. C.



witn channel 7 NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.



HOWARD A. JONES

on all accounts

EXPERIENCED observers watching the new $2 million Dr. Pepper advertising campaign unfold in 1956 are likely to detect the fine creative hand of a 13-year veteran with Grant Adv. Inc., Chicago.

As executive vice president and head of the agency's central creative committee, Howard A. Jones displays this talent on Grant accounts as the occasion arises. He is account supervisor on Dr. Pepper Co., Dallas (which is handled by Will Grant, agency president), and Chrysler Corp.'s Airtemp Div. Dr. Pepper will spend well over $1 million on broadcast media [B•T, Nov. 28] and Airtemp uses spots.

Born in Jamestown, N. Y., Dec. 6, 1900, Howard Aldred Jones was reared in New Orleans. He attended Rugby Military Academy, Detroit Central (now Wayne U.), U. of Chicago and taught at Shadyside Academy while attending Carnegie Tech dramatic school. He was graduated from the U. of Chicago in 1922. Mr. Jones became editor for Butler Bros.' catalog service in 1923 and later joined U. S. Gypsum Co. and B. Kuppenheimer & Co. Mr. Jones maintained his own advertising-merchandising-sales promotion firm from 1926-30.

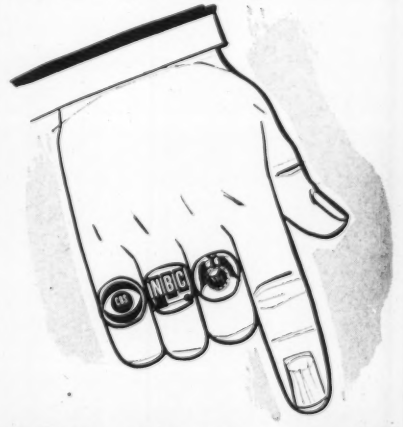
Mr. Jones' first brush with agencies came with Albert Frank Co. (now Albert Frank-Guenther Law) as head of its Chicago commercial business department 25 years ago. He moved to Ruthrauff & Ryan in late 1931, assigned as an account man-copywriter. In 1934 Mr. Jones became associated with Blackett, Sample & Hummert. He was appointed a vice president and worked on J. A. Folger & Co. (coffee), John R. Thompson Co. (restaurants), Procter & Gamble and Bauer & Black, writing commercials and producing programs. He joined Lord & Thomas in 1939 as vice president, serving first in New York on National Biscuit, Folger coffee and American Tobacco accounts and later in Chicago handling Armour & Co., Luxor, Folger and Pabst accounts.

Made executive vice president in charge of creative staff at Grant, Mr. Jones has been active with such accounts as (again) Folger and the U. S. Army and Air Force (1950 for 18 months) as well as Cudahy, Ovaltine, Dr. Pepper and Airtemp. Last week he was busy preparing copy for Dr. Pepper and a beer account.

Howard Jones is also well known as the owner of 63 thoroughbred race horses and likes golf and squash. He married the former Maud Eleanor Talcott. They have two children—a daughter, Mrs. William B. Snyder, and a son, Talcott, 25, transferred last week from the Dodge account in Grant's Detroit office to the agency's Hollywood office.

there's only ONE

If you built a fence around it you couldn't make Washington state's big "MIDDLE MARKET" any more exclusive. Mountains and miles hold out competing media while KIMA-TV, Yakima, with its satellite KEPR-TV, Pasco, gives you coverage tailored to dominate the population and wealth of the entire area. Get the surprising facts of this unusual single station, *major market* in the Pacific Northwest. Call our rep . . . he's help!



KIMA-TV
YAKIMA with its Satellite
KEPR-TV PASCO

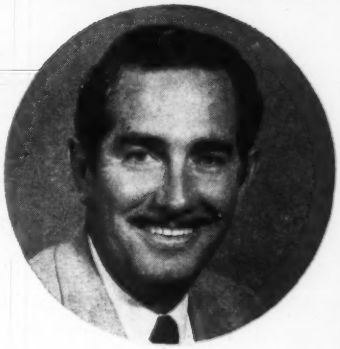
NATIONAL REPRESENTATIVES: WEED TELEVISION
PACIFIC NORTHWEST: MOORE AND LUND

pick the time that's best for you on

"DIAL 970"

WAVE'S New Monitor-Like Radio Service!

6:00 a.m. — 9:00 a. m.
WAKE UP WITH WAVE
Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news. Sports scores and other services.



4:00 p.m. — 6:30 p. m.
ROAD SHOW
Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

Here's the sparkling DIAL 970 line-up — from early morning till late at night! Check availabilities with NBC Spot Sales!

1:00 p.m. — 1:30 p. m.
CAROUSEL
Fun and facts for busy Louisville homemakers. Club news and interviews. Book reviews and music. Brass-ring contest.

DIAL 970—
WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

9:15 p.m.—10:30 p. m.
NIGHT BEAT
The pulse of Louisville after dark. Direct local news. Direct local sports round-up. Music and world news. Human-interest features.

WAVE

LOUISVILLE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

10:30 p.m.—12:00 mid.
BOB KAY SHOW
Louisville's top teen-age program, with unusual adult appeal. Nightly remote. Favorite pop records. Interviews. Exclusive d/j contest. Teen club meetings.

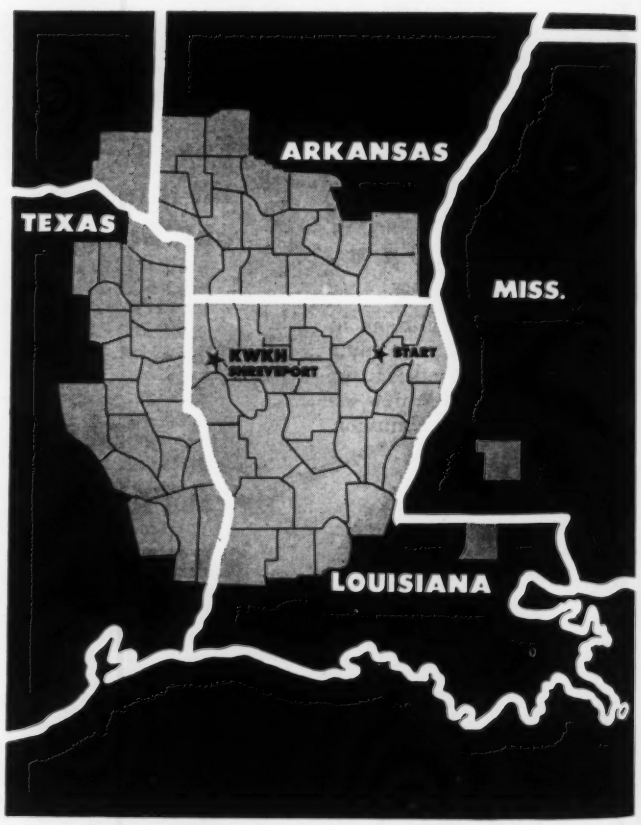
KWKH SHREVEPORT

DOESN'T STOP AT START!

The space-devouring strides of KWKH range far out into rural areas, covering hundreds of places like Start (La.) in our big, 80-county daytime SAMS area.

We're first in the sprints, too. Latest Hoopers show that Metropolitan Shreveport prefers KWKH over the second station, *morning*, *noon* and *night* —up to 104%!

Cost-per-thousand listeners is far, far less than any other station in the area. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

December 19, 1955 Vol. 49, No. 25

OVER 200 PRESCRIPTIONS OFFERED FOR UHF-VHF ILLS

Comments that flood FCC at deadline last Thursday stay in the same general pattern: the uhfs want deintermixture in some form, the vhfs oppose any change curtailing their coverage. There is some support for both low-power vhf community stations and u-v boosters.

THE TELEVISION industry gave the FCC a wide range of choices on how to set things to right in the allocations-shaky video field last week. There were few surprises.

More than 200 comments were filed—the vast bulk of them at deadline Thursday—in answer to the FCC's rule-making invitation issued last month [B•T, Nov. 14].

In general, the same suggestions were made that had been made in other proceedings:

Uhf stations wanted deintermixture to protect them from vhf outlets.

Some uhf operators seemed more interested in switching to vhf channels—no matter whether they were full fledged, or hedged-in drop-ins.

Vhf owners protested that they would suffer no encroachments on their present service areas.

Many vhf outlets filed notices that they were to be considered on the *qui vive* and eligible to answer any attacks on their dominion.

Educational groups banded tightly in protection of the educational reservations. From commercial interests many filings which urged additional vhfs bluntly called for an end to educational reservations.

Here and there there were new recommendations. One was by RCA-NBC which filed formally advocating continued use of uhf, deintermixture and the use of directional antennas to reduce interference, but not for mileage separation.

CBS resubmitted its proposal of last month to insure at least three comparable outlets in as many of the top 100 markets as possible. Westinghouse Broadcasting Co. supported this plan.

ABC filed anew its plea for three competitive facilities in the top 100 markets, but also asked for deintermixture and the deletion of educational reservations.

Storer Broadcasting Co. called again for deintermixture, while once again the Mullaney-Welch, Mott & Morgan plan, with reduced separations to permit 200-odd additional vhf channels to be dropped in was submitted.

Zenith and Skiatron dropped comments into the overall rule-making proceedings. They both claimed that subscription tv would take care of the financially rocky uhf stations, without any need of disturbing the allocations standards.

Former Comr. Frieda B. Hennock filed—in her own name. She called for deintermixture and the preservation of uhf.

The comments were requested by the FCC in an attempt to take an overall look-see at the emotionally charged uhf-vhf picture. This began 18 months ago when uhf outlets found themselves unable to make headway against established vhf stations, or discovered that their progress disintegrated when a vhf station began operating in their area.

This gave rise last year to hearings before a Senate Commerce subcommittee. Earlier this year, the Commission heard arguments by uhf stations calling for deintermixture. Last month, the Commission decided that the whole subject should be the object of an overall review.

Thirty days were given for comments. Jan. 6 was made the deadline for counter comments. There was some talk of postponements. At the last minute, it was understood, two requests for extensions were received.

Former Comr. T. A. M. Craven, Washington consulting engineer, sought and received permission from the FCC to file late.

At stake is the future of uhf. Unless these high band outlets receive succor by deintermixture or by receiving vhf channels, they will have to go out of business, some claimed.

The Commission has been in conferences with the Office of Defense Mobilization seeking additional vhf channels from government users This is still in the joint meeting stage, but unofficially there is optimism in some circles.

As a sidelight to the allocations proceeding, uhf stations have been staging a legal battle-royal to prevent the Commission from deciding pending vhf cases. To date the FCC has issued final decision in two such cases, Corpus Christi, Tex., and Madison, Wis.

A condensation of comments filed with the FCC last week follows:

RCA-NBC urged the retention of uhf to provide a full-scale tv service. It said the Commission should consider "each and every proposal advanced" if it gives promise of alleviating the difficulties of uhf-vhf television. These include, RCA-NBC said, additional vhf channels, uhf directional antennas, uhf on-channel boosters, etc.

Specifically, RCA-NBC urged the FCC to try to persuade Congress to repeal the excise tax on uhf receivers; to "deintermix on a sufficiently broad basis to create a nucleus of predominantly uhf service areas from which uhf may grow and expand."

RCA-NBC also declared that the FCC should encourage multiple owners to undertake the operation of uhf stations in intermixed markets.

In urging deintermixture, RCA-NBC said that the Commission may want to consider "whether deintermixture is not of such importance that it should be made a separate phase of this proceeding and given priority."

The criteria for deintermixing, according to RCA-NBC, should be:

1. Areas which have considerable uhf circulation now in existence.
2. Vhf channels displaced as a result of deintermixture should be used to increase competition and service in major vhf markets.
3. No deintermixture in markets where there are at least three vhf channels allocated.
4. No new vhf allocations should be made in markets which become predominantly uhf as a result of deintermixture, or which now have considerable uhf circulation.

In discussing directional antennas, RCA-NBC said that the technical problems associated with building a high-gain uhf directional antenna are in some instances simpler than for an omni-directional antenna. Rules should be relaxed, RCA-NBC said, to permit uhf directional antennas when used to better serve certain areas, but not for the purpose of decreasing mileage separations.

Principles that the FCC should follow if additional vhf channels are obtained were outlined by RCA-NBC. These were that (1) any modification of the present allocation plan should be done wholesale, not on a case-by-

COMMENTS BOX SCORE

The weight of opinion submitted to the FCC was heavily on the side of retaining some combination of vhf and uhf services, but with deintermixture in varying degrees. ABC and CBS refiled earlier proposals for equalizing facilities in major markets. RCA-NBC submitted a deintermixture plan. Here's how other comments, analyzed by B•T at the time this story went to press, shaped up:

43 stations—all uhf—want some form of deintermixture.

18 stations—all vhf — oppose any change in FCC rules and regulations that would curtail their present coverage patterns.

12 stations—all uhf—want the rules amended to provide channels for low power vhf community stations.

4 stations—all vhf—ask the FCC to allow vhf as well as uhf stations to operate booster stations.

3 stations—all uhf—ask that a minimum of three vhf channels be allocated to every major market, as proposed by CBS.

case basis; and (2) no modification of the present tv plan should be adopted which results in degrading or destroying rural and small community service, which is not based on a channel being actually available for commercial tv, which does not provide for "substantial" expansion of tv service.

As to cross-polarization, RCA-NBC was chary. It has been successful under "carefully controlled conditions," RCA-NBC said, but many of these conditions cannot be controlled in a home installation. Cross-polarization might also require outdoor antennas, and where these are already in existence, might require modification or replacement.

RCA-NBC also urged further study of the question of drop-ins through reduced mileage separation or through the use of directionals.

CBS renewed its proposal of last October that at least three comparable facilities should be assigned to as many of the top 100 markets as possible [B•T, Oct. 10].

Under what CBS termed Plan I, 84 of the 100 leading tv markets would have three equivalent facilities. At present only 52 of the top 100 markets have that many competitive outlets, the network pointed out.

Under Plan II, which is based on the addition of three vhf channels, all of the top 100 markets would have at least three competitive stations.

Plan II does not require the elimination of uhf, CBS asserted.

Under Plan I, the 84 markets with three or more competitive facilities are brought into being by 26 drop-ins, seven move-ins, and by using four unapplied for channels in other markets. Only two deintermixture plans were proposed. These were for Peoria and Madison (see story on Madison grant, page 62). All the others would be vhf markets.

By move-ins, CBS means the voluntary move of a station from a smaller city to a larger market.

Some decrease in minimum mileage separations would be required, CBS noted. But these would be confined to a minimum. The drop-ins would be constricted in radiation toward existing stations so that present Grade B contours would be protected. Use of directional antennas and cross-polarization would also be used to minimize interference, CBS said.

CBS also suggested that the FCC ask Congress for permission to award a dropped in vhf channel to an existing uhf operator without a hearing. This should also permit a vhf station to move to a larger market without considering other applications for that frequency.

Minimum separations should be no lower than 130 miles in Zone I, 140 miles in Zone II and 150 miles in Zone III.

The CBS plan also included its economic study which is predicated on the present financial foundation of broadcasting to permit 588 stations—422 of them in the 108 leading markets. Yet today, CBS pointed out, only 263 competitive outlets are assigned to the top 100 markets, whereby under its study, 398 stations could be supported in those 100 areas.

ABC's Contention

ABC's position was that the first priority should be the establishment of at least three comparable facilities in the major markets. Unless this is accomplished, the network said, the "economy of scarcity" will continue and tv will be confronted with a "virtual monopoly."

The hope of having at least one station in all communities must await further economic growth, ABC said.

But, ABC emphasized, uhf must not be abandoned. The addition of vhf channels, by reducing separations "could provide only a partial answer to existing problems," ABC said, and the possibility of obtaining additional vhf space from other services is "clouded with . . . uncertainty."

Deintermixture is essential to preserve uhf television, ABC declared. "Failure to act promptly will mean a practical abandonment of uhf before we are in a position to determine that such abandonment will not permanently stunt the television industry . . .," ABC said.

ABC also declared itself in favor of stations being allowed to move from one market to another "where such a move would be in the public interest."

The network also called for a "re-examination" of the concept of reserving channels for educational stations. It proposed that the educational reservation be abolished and that educational applicants be permitted to apply for commercial channels on the same status as all applicants.

Some additional vhf stations can be obtained from a slight reduction of present mileage separations, ABC said. It suggested that co-channel stations could be located not closer than 130 miles transmitter-to-transmitter. Power would be determined to produce the same interference field at the Grade A contour as would be produced by a vhf station with maximum power and 1,000 ft. antenna height operating at the standard separation for the zone involved.

New minimum separation should be adduced, ABC said, without reference to such techniques as directional antennas and cross-polarization. These should be used to further reduce interference based on the minimum mileage separations recommended, or to increase service.

Storer Broadcasting Co., operating two uhf stations (KPTV [TV] Portland, Ore., and WGBS-TV Miami, Fla.) for a year, contended uhf will fail unless a program of deintermixture is begun quickly. In a flat area like Miami, it was stated, the service is substantially equal to vhf in signal strength and area coverage. The public will buy all-channel tuners and converters only where they can't get national network programs without conversion, Storer contended, and said there is little chance for economic uhf service in a community with two vhf stations carrying CBS and NBC programs.

In essence, the Storer petition urged retention of the uhf band for tv and elimination of intermixture in as many areas as feasible without deleting existing vhf services. It added the Commission should refrain from authorizing the first vhf stations in areas that are now uhf-only and second vhf stations in areas where an intermixture problem would be aggravated.

Noting that uhf growth came to a virtual standstill in mid-1954, the petition offered a deintermixture plan "of substituting uhf channels for ungranted vhf channels in areas now served by uhf stations where conversion to uhf has been substantial enough to provide assurance that uhf stations will be able to effectively compete, and where not more than one vhf service reaches the community involved from a vhf station located within 60 miles."

Westinghouse Broadcasting Co. urged immediate adoption of the CBS Plan A. It argued that "priority No. 1" should be protection of service areas of existing stations providing service to 96% of the population, in view of the public and industry investment in tv and the welfare of a major segment of the economy.

Three competitive tv services in each of the first 100 markets were advocated to permit growth and development "of three truly competitive national network services." Also favored were continued reservation of channels for educational tv use long enough to gain adequate public support; adoption of an allocation plan for as many uhf-only markets as possible to promote growth of service, including development of less expensive receivers; continued study of ways to attain recognized goals, plus prompt action as solutions are developed for specific markets.

H. Leslie Hoffman, president of Radio-Electronics-Tv Mfrs. Assn., wrote FCC Chairman George C. McConnaughey that RETMA's Frequency Allocation Study Committee was unable to come to unanimous agreement on a statement prior to the Dec. 15 deadline. He said the committee members, representing a broad cross-section of the manufacturing industry, desired to be of help, adding, "We hope that you will feel free to call on us."

The Mullaney-Welch, Mott & Morgan plan was again submitted to the Commission. This provides, according to its protagonists, for at least 200 more vhf assignments using the present 12 channels in that portion of the spectrum.

Basic to the plan is the establishment of boundary lines for existing stations. These would be, it is emphasized, exactly what the FCC provided in its Sixth Report—based on existing allocations which if all were taken would result in specified interference-free contours for existing stations. Using this as the formula, and adding the "flexibility" of directional antennas and cross-polarization, the number of vhf possibilities could be increased substantially, it is claimed.

In one detail, however, the Mullaney-Welch, Mott & Morgan plan does disturb the existing allocations plan. It calls for the deletion of all commercial allocations not yet applied for.

The plan is based on the assumption that if all Zone I stations were truly separated by 170 miles (the minimum separation in the crowded northeast area), stations would have interference-free coverage out only 48 miles (for chs. 2-6) or 54 miles (for chs. 7-13). Similar reasoning is applied to Zones II and III. Under this figuring, it should be possible to drop in a vhf channel where it can be proved no greater interference would be received by an existing station than if it actually had a co-channel station exactly 170 miles away in Zone I. These drop in stations, the plan envisages, could use powers up to 300 kw and antennas up to 2,000 ft.

Establishment of a subscription tv system, with no changes in the present allocation plan, was recommended by two subscription tv proponents—Zenith Radio Corp. and Skiatron Electronics & Tv Corp., both of which have proposed their own pay tv systems. Both maintained the present trouble is economic, not technical, and that no amount of technical changes can give tv the additional revenue it needs from sources other than advertising.

Zenith asked that the FCC authorize pay tv, but limit its use for the first two years to stations which can show they need additional economic support to survive.

Thus, Zenith said, 104 uhf stations, 92 post-

(Continues on page 56)

BOXSCORE

THIS is the current status of tv cases before the FCC:

AWAITING FINAL DECISION:	**14**
AWAITING ORAL ARGUMENT:	**10**
AWAITING INITIAL DECISION:	**5**
IN HEARING:	**10**

DETROIT STORES SET ALL-TIME RECORD IN SECOND WEEK OF NEWSPAPER STRIKE

Sales for Dec. 5-10 week were 9% above same week last year, while national increase was only 5%. Radio, tv stations carried burden of advertising, with nearly all time sold out.

DEPARTMENT store sales in Detroit set an all-time record as the local newspaper strike was ending its second week, according to the Federal Reserve Board's official index.

The board found Detroit store sales for the Dec. 5-10 week were 9% above the same week a year ago. The index figure for the week was 254 (average 1947-49 week=100), the highest Detroit weekly index on record.

Not a single daily newspaper was published in Detroit during the Dec. 5-10 week, all major dailies having stopped publication Dec. 1 when stereotypers went on strike, yet Detroit's 9% increase was far above the national average of 5%.

Department store sales during the Nov. 28-Dec. 3 week also were 9% above the same 1954 week, according to the Reserve Board. During that week, however, newspapers were printed for three days. A major storm kept down Dec. 3 sales.

For the four-week period ending Dec. 10 the board found the index was 14% above the comparable weeks in 1954.

The Reserve Board's index shows that department store sales during the four November weeks when the total sales were far below the December level, were as follows: Oct. 31-Nov. 5, up 15% over same 1954 week; Nov. 7-12, up 20%; Nov. 14-19, up 21%; Nov. 21-26, up 21%.

Dramatic indication of the record Dec. 5-10 sales total is found in comparing the index figure of 254 with the index of 207.6 for the previous week (Nov. 28-Dec. 3), an increase of 22.7%.

Charles Boyd, secretary of the Detroit Retail Merchants Assn., told B•T that combined November-December sales at this point are running ahead of 1954. He said that while many major stores are enjoying record business, some are running about the same or less than a year ago.

Supplementary publications have increased their Detroit coverage during the strike, along with the greatly expanded service and extra time provided merchants by radio and tv stations [B•T, Dec, 5, 12]. The local shopping news has been running maximum issues, feeling the shortage of newsprint. *Polish Daily News*, with a normal run of 100,000 and 90% Polish language, has a 160,000 circulation during the strike and its content has been switched to 60% English. Two out-of-town papers, *Emergency Press* and a shopping news type, have appeared. *Detroit Reporter*, printed by the Newspaper Guild of Detroit, is carrying advertising but this has been automotive, hardware and furniture stores for the most part rather than department stores.

A program showing operations in the hotel city room of the *Reporter* was produced by U. of Detroit and broadcast over WJBK. Bill Rabe, WJBK producer-narrator, set his microphone between city desk telephones and picked up the hubbub of an emergency city room as a murder story broke.

Sales at stores in Detroit's new Northland shopping center, opened in spring of 1954, were reported "exceptionally good."

Key business indicators show general trade activity in Detroit stayed close to expected pre-Christmas levels the first full week of the strike, according to on-the-scene information gathered by Television Bureau of Advertising.

Little radio or tv time was left in the Detroit area, with stations devoting all available time and energy toward cooperation with stores. Already some store officials have voiced regret they had not learned how to use tv effectively in past. Some of the hastily prepared telecasts were described as poor, and comment was heard that these were not a fair test of tv's power to sell merchandise.

The TvB check showed that mass transportation about matched the same week in 1954. Parking lot business was better than 1954.

Some high-promotion stores depending on specially priced goods designed for mail and phone orders were said to be in trouble.

Radio's successful role in promoting department store sales in the New York newspaper strike in 1953 and the Tacoma, Wash., strike two years was cited by Radio Advertising Bureau. RAB was considering sending a representative to Detroit to observe developments.

On Location

WITH U. S. television in mind as an advertising-promotion medium for feature motion pictures, several U. S. film producers working on location in Europe are filming tv commercials abroad as well as special, tv-slanted "featurettes" of several minutes duration to be used for tv promotion.

During the shooting of the feature-length "Foreign Intrigue" production in various European countries, Sheldon Reynolds filmed several tv spot commercials featuring actor Robert Mitchum for eventual use in the U. S., as well as a special 10-minute tv slanted news subject dealing with the piano theme of the *Foreign Intrigue* tv series. Similarly, producer Norman Krasna added several days to the shooting schedule of "Ambassador's Daughter" in France to produce eight tv commercials, as well as an eight-minute "featurette," using stars Olivia de Havilland, John Forsythe, Myrna Loy, Edward Arnold and Adolph Menjou. Director King Vidor, filming "War and Peace" in Rome, is selecting film footage for tv commercials and preparing a short subject, featuring Audrey Hepburn, Henry Fonda, Mel Ferrer and John Mills.

PEPSI NAMES K&E; WELCH WITHDRAWS

Soft drink firm's annual ad budget of $10.5 million switches to new agency next March 31.

THE PEPSI-COLA Co., will transfer its entire advertising budget of $10.5 million to Kenyon & Eckhardt, New York, effective March 31, it was announced last week by Alfred N. Steele, president of the company. At the same time, Kenyon & Eckhardt and Welch Grape Juice Co. announced the termination of their advertising agreement because of product conflict. The latter account bills approximately $1.2 million.

Pepsi-Cola's choice of a new agency was made one week after the firm had ended its contract with Biow-Beirn-Toigo [B•T, Dec. 12]. The advertiser had screened a half-dozen agencies.

Of Pepsi-Cola's $10.5 million advertising budget, approximately $2 million is allotted to television and radio, all of which goes into spot campaigns.

Nearly 80% of Welch Grape Juice Co.'s budget goes into television participations on *The Mickey Mouse Club* on ABC-TV and into tv spot campaigns.

Pepsi-Cola is the second major account to switch to Kenyon & Eckhardt this year. Several months ago the agency acquired the Whirlpool Corp. from Beaumont & Hohman, Chicago.

Kenyon & Eckhardt ranked ninth in overall radio-tv billing during 1955 with $34.5 million.

The new agency appointment followed on the heels of various statements and counter-statements between the client and Biow-Beirn-Toigo a fortnight ago.

The confusion started when John Toigo, executive vice president of Biow-Beirn-Toigo, announced that notification of the termination of the contract had been served on the agency by Pepsi-Cola. In the same statement Mr. Toigo said that he personally had a two-year contract with the advertiser.

This statement was followed by one from Pepsi-Cola which said in effect that Mr. Toigo's announcement had been made without the knowledge of Mr. Biow, chairman of the agency.

Later the same day, Mr. Biow released a statement complimenting Mr. Toigo on "the magnificent job this office did on Pepsi-Cola under the direction of John Toigo."

This was followed by another statement from Pepsi-Cola announcing the end of the contract with B-B-T.

One of the unofficial reasons given for the break in Pepsi-Cola and B-B-T's seven-year-old relationship was the alleged similarity in advertising campaigns—art work and copy theme—between Pepsi-Cola and Philip Morris, another B-B-T client.

On Wednesday of last week, the Kenyon & Eckhardt appointment was made.

Meanwhile, the Welch Co. is looking for a new advertising agency.

New Studebaker Tv Budget 60% Greater Than 1955's

TELEVISION commercial expenditures scheduled by the Studebaker Div. of Studebaker-Packard Corp. for its 1956 cars will be increased 60% over 1955, it was announced last week by William A. Keller, general sales manager of the division.

Mr. Keller said that the increase is being made "to add new stations in line with dealer recommendations and to carry out a balanced spot television program."

The overall campaign, including media other than tv, will be the "largest advertising and merchandising program" in Studebaker history. It will cost $12 million and will be supplemented by a $3.5 million program by dealers.

DODGE FINDS ANSWER IN CAR-A-YEAR GIVEAWAY

WHEN SPONSORS are giving away $64,000 and $100,000 jackpots to lure viewers to their television programs and commercials, the contest-minded advertiser begins to ask himself if the sky is the limit. If it is, his second question becomes, "How high is the sky?"

A couple of months ago, Jack W. Minor, advertising director for the Dodge Div. of Chrysler Corp., found himself faced by these two questions. He answered them thusly:

He was contest-minded. He got that way because Dodge was to be one of the first major auto lines to unveil its 1956 model in the fall and he had to find some merchandising or promotion theme to sustain consumer and dealer interest in the weeks following as the other major manufacturers were catching the publicity spotlight with the introduction of their models.

Mr. Minor discovered that the National Safety Council was in the market for extra promotion of its safe-driving campaign and might be receptive to a mutually beneficial promotion. Dec. 1, on the eve of the Christmas-buying season, also was to be National Safe Driving Day, proclaimed by President Eisenhower.

The Dodge executive talked with Ned Dearborn, NSC's national president in Chicago, and submitted a safe-driving contest which would help both. The essence was that Dodge would use its new ABC-TV *Lawrence Welk Show* to boost the contest in which NSC would act as preliminary judge to secure candidates for a weekly on-the-air safety quiz. The quiz would produce a total of four national winners each of whom would be awarded a new Dodge each year for the rest of his life—probably 30 or 40 years—meaning 30 or 40 new cars—each. The other finalists each would receive a 1956 Dodge.

Mr. Dearborn agreed and Mr. Minor found a half-million dollar merchandising project dumped in his lap with but a few weeks to go before the Oct. 7 Dodge unveiling.

On the surface it would appear that Mr. Minor had reached to the sky to assure the success of the 1956 Dodge promotion. But he believed that the lure of a new car each year for life was the kind of public attention-getter that television could exploit to the fullest, hence be worth every dollar.

Within just a few years, Dodge and its parent firm have become big spenders in network television. Aside from the Welk Show, Dodge also is using Bert Park's *Break the Bank* and Danny Thomas' *Make Room for Daddy*, both on ABC-TV. Chrysler also sponsors *Shower of Stars* and *Climax* on CBS-TV. All of the shows were to be used in the contest promotion, with Mr. Parks commuting from New York to Hollywood each week to quiz contestants who would appear on the Welk program.

How much does it cost Dodge to "hire" four American families as lifetime "salesmen" for their cars? (Actually, now it is seven since the contest has proven so successful it has been extended through Christmas Eve.) Not as much as one might think. The plan is partially self-liquidating. Assuming the factory cost of each new car is about $2,000, Dodge starts off with a $14,000 investment in prizes for the seven finalists this year (not counting cars for runners-up). But next year, when the winners turn in their 1956 models for their free 1957 cars, Dodge regains the current used-car value on each car. It could sell them through used-car channels or otherwise capitalize on their market value.

Once the contest plan was cleared with the Safety Council, Mr. Minor called in the Dodge advertising agency, Grant Adv., to handle details.

Mr. Minor previewed the contest to Dodge's 4,800 dealers across the nation on a long-playing phonograph record sent to each.

When the contest entry period closed Nov. 21, the traffic safety slogans submitted totaled in the millions, Grant Adv. officials said, and the National Safety Council announced that the contest had done more than any other single factor to make the public safety conscious while driving.

Dodge dealers also were happy. Millions of prospective customers had visited them to obtain and fill out their safety slogan entry blanks. A lot of them also bought new Dodges. By Thanksgiving, Dodge was advertising that sales of its 1956 cars were 308% over last year. The day after Thanksgiving, Dodge found the contest such a success it was decided to extend it three weeks.

As dealers forwarded the contest entries to Chicago, they were checked by a contest board of the Safety Council for aptness, sincerity, clarity and timeliness.

Once the finalist was approved and accepted, he was contacted by the nearest of nine Dodge news bureaus operated by Grant Adv. News stories were written and publicity photographs taken of the contestant and his local Dodge dealer.

Supporting advertising of the "Dodge for Life" contest has been heavily scheduled across the nation in daily and weekly newspapers. Radio spots have been purchased to combine with the established television advertising and round out the promotion schedule.

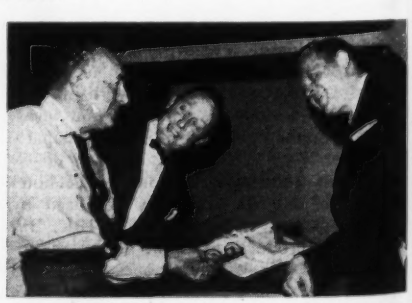
Production of the actual contest on television has been handled by John Gaunt, Grant vice president in charge of radio and television out of the Hollywood office.

Bill Brown, head of Grant's Hollywood public relations office, set up a staff of writers and photographers to work with the contestants and dealers as they arrived.

Mr. Parks is perhaps the busiest of all contest principals. He traveled more than 25,000 air miles during the first four weeks of the contest, leaving New York just after his Thursday night show, arriving in Los Angeles Friday to rehearse for the Saturday Welk show, then leaving Sunday in time to return to New York for rehearsals on *Break the Bank*.

Has it been worth it?

Unquestionably the answer is "yes," according to advertising director Minor. "This has proved to be the most successful promotion Dodge ever attempted," he told B•T. "It has paid off in good will for Dodge because of its promotion of traffic safety; it has paid off in added sales because it is bringing an attractive automobile to the attention of the public, and it has paid off in dealer relations through the post-announcement boost during the contest period when other new car announcements were being made."



ALL SMILES over the spectacular success of the current Dodge car-a-year quiz program are (l to r) Eddie Sobol, show producer; John Gaunt, Grant Adv. vice president and show supervisor, and Jack W. Minor, Dodge advertising director.

ADAMS, JONES GET NEW AGENCY POSTS

President of MacManus, John & Adams Inc. becomes board chairman, is succeeded by executive vice president. Other officers elected.

JAMES R. ADAMS, president and co-founder of MacManus, John & Adams Inc., Bloomfield, Mich., was elected board chairman last week and Ernest A. Jones, executive vice president of the agency, was elected to succeed Mr. Adams as president [AT DEADLINE, Dec. 12].

These changes capped a series of moves within the agency.

In the major expansion, the board elected five new vice presidents and amplified responsibilities of other staff officers.

Mr. Jones at 40 is one of the youngest presidents of a major advertising agency. He has been with MJ&A for 17 years, occupying nearly every position in the company. He was account

MR. ADAMS MR. JONES

executive on the Pontiac and Dow accounts, head of the New York office and responsible for the development of the *Medic* program on NBC-TV and for a campaign introducing Saran Wrap, which the agency credits as one of its more successful efforts.

In assuming the board chairmanship, Mr. Adams said the new position would not mean any slowdown in his activity and that since he has no plans for retirement, he hopes that he can make a greater contribution to the business by having more time to devote to creative and service work. Toward this end, Mr. Adams will serve as head of the agency's new creative and planning committee.

Elected as new officers of the agency were Frank T. Sinner, vice president and assistant to the board chairman; Charles F. Adams, vice president; Robert L. Garrison, vice president; Armin Seiffert, vice president and manager, art department, and William J. Whiting, vice president.

John R. MacManus, who continues as a senior partner and executive vice president, assumes direction of the "operating" committee; Leo A. Hillebrand, a vice president of the agency, becomes secretary and senior financial officer, and Fred J. Hatch adds the title of general manager to that of vice president.

James R. Adams joined in 1934 with T. F. MacManus and W. A. P. John (retired as board chairman some months ago) to form MacManus, John & Adams Inc., after having served as copywriter on the Chevrolet account at Campbell-Ewald Co., Detroit, as well as being copy chief and eventually taking charge of the Cadillac account and serving at various times as supervisor of both Pontiac and Oldsmobile at the agency.

Basically a copywriter, Mr. Adams' talent for creative copy, particularly on behalf of General Motors Corp.'s Pontiac and Cadillac divisions, is nationally known in the advertising field.

Mr. Jones came in contact with the agency during the time he was a senior at the U. of Michigan, where he was managing the school's band. Pontiac Motor Car Div. at that time was sponsoring radio broadcasts from various colleges and Mr. Jones, shortly after graduation in 1938, joined Pontiac's agency in charge of production and traffic on the account.

The agency currently rates itself as one of the nation's top 25 in volume of business (it placed 29th in B•T's ranking of the top 36 agencies in radio-tv billings for 1955 with a combined radio-tv billing of $8.5 million. Estimated total advertising billing: $34 million). It has offices in New York, Baltimore, Miami, Chicago, San Francisco, Los Angeles, Toronto, Canada, and headquarters in Bloomfield Hills, a suburb of Detroit.

In addition to GM's Pontiac and Cadillac, the agency handles the following, among its major accounts: Bendix Aviation Corp., Bendix-Westinghouse Automotive Air Brake Co., Bower Roller Bearing Co., Bull Dog Electric Products Co., Cumberland Brewing Co., Dow Chemical Co., Ferry-Morse Seed Co., Gerity-Michigan Corp., Hartman Luggage Co., Minnesota Mining & Mfg. Co., National Plastic Products Co. and Reichhold Chemicals Inc.

Two Agencies Formed By Walker & Downing

WALKER & DOWNING advertising agency, Pittsburgh, is being replaced by two separate corporate companies, one already in operation and the second to become effective Jan. 1. The agency actually has operated as two separate divisions—Walker & Downing General Agency and Walker & Downing Industrial Div.—since 1939. The agency was formed in 1914.

The newly-incorporated firm of W. S. Walker Advertising Inc. has taken over all accounts, services and personnel of the general agency by purchase from the estate of the late William S. Walker [B•T, Oct. 31]. Officers are Charles P. Richardson, president; Frederick L. Newmeyer Jr., executive vice president; Albert F. Young, vice president, and George Luchik, secretary-treasurer. All were actively engaged in the management of the agency under Mr. Walker.

Walker & Downing Industrial Div. will change to Downing Industrial Advertising Inc. Jan. 1. Officers are Harold S. Downing, president-treasurer; John F. Sweeny, executive vice president; E. George Zilliac, Hugh E. McDonald and Donald C. MacDonald, vice presidents, and H. S. Downing Jr., secretary.

Both organizations will retain their offices in the Oliver Bldg., Mellon Square, Pittsburgh 22.

Holiner Leaves Ted Bates

MANN HOLINER, vice president in charge of the Hollywood office, Ted Bates & Co., will resign from the agency effective Jan. 1 in order to work on a new Broadway show. As the creator of the Maxwell House coffee *Baby Snooks* show with the late Fanny Brice, Mr. Holiner has been associated with several large advertising agencies, including Benton & Bowles and Lennen & Mitchell, with the latter as radio-tv director. During the war, Mr. Holiner, as an Army major, helped organize the Armed Forces Radio Service and produced and directed the service's "Command Performance."

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Dec. 20 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Dec. 27, Jan. 3, 24).

Dec. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Dec. 24 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 31, Jan. 7, 14).

Jan. 14 (9:30-11 p.m.) *Ford Star Jubilee,* Ford Motor Co. through J. Walter Thompson.

NBC-TV

Dec. 19-23 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Dec. 27-30, Jan. 3-6, 9-13).

Dec. 19, 22, 23 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 27-30, Jan. 3-6, 12-13).

Dec. 20 (11a.m.-12 noon) *Home,* insert in color at 11:37-11-44 a.m. Participating sponsors.

Dec. 20 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt (also Jan. 10).

Dec. 22 (9-9:30 p.m.) *Dragnet,* Liggett & Myers through Cunningham & Walsh.

Dec. 24 (9-10:30 p.m.) *Max Liebman Presents,* "Babes in Toyland," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Dec. 25 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

Dec. 25 (4:30-5:30 p.m.) *Assignment: India,* sustaining.

Jan. 1 (7:30-9 p.m.) *Happy New Year,* U. S. Rubber Co. through Fletcher Richards, Maybelline through Gordon Best and Savings & Loan Assn. through McCann-Erickson.

Jan. 2 (12:15-1:45 p.m.) *Tournament of Roses Parade,* Minute Maid through Ted Bates.

Jan. 9 (7:30-9:30 p.m.) *Producers' Showcase,* "Peter Pan," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 15 (3:30-5:30 p.m.) *NBC Opera,* "Magic Flute," sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

RADIO-TV SPONSORS MAY SEND TALENT TO ENTERTAIN SERVICEMEN OVERSEAS

Hollywood unit which has supplied stars for tours may disband after first of year, and military sees broadcast media as logical choice to fill gap. Sponsored troupes could deliver commercials and build good-will, services point out, while getting free transportation, housing and food. Talent expenses would be tax-deductible.

BROADCASTING may help solve the armed forces' problem of providing morale-building entertainment for servicemen abroad.

Radio and television, according to Defense Dept. officials, not only are viewed as the chief source of talent for show units overseas, but the principle of "sponsored" shows may be a good answer to the lack of ready talent that will follow the predicted death of the Hollywood Coordinating Committee.

The shows would be originated, packaged and underwritten by major sponsors or individual networks and stations—or anyone else, for that matter. They would buy the talent, make up a show unit and send it to camps abroad, complete with "commercials" and product samples, if they wish. In return, the sponsor, network or station would be allowed fullest opportunity to exploit the unit through publicity at home and would benefit commercially by "selling" the servicemen and their many on-base families who often can purchase the product at the local commissary or post exchange.

COL. GOETZ

Does this sound like a pretty expensive "cost-per-thousand" for a restricted audience? Defense officials believe not, since the talent expenses are tax deductible and once the armed services approve a show unit the government provides the transportation, food and housing at no cost to the sponsor. The goodwill of servicemen who tomorrow will be consumers at home again, plus the publicity potential, are obvious extras, they note.

The "sponsored" system already is being used to a limited extent, B•T was told last week by Col. Joseph F. Goetz, chief of Armed Forces Professional Entertainment Branch, in Hollywood to arrange Christmas show units. He said Procter & Gamble is planning to send a unit abroad and did so earlier. Canada Dry has a unit in Europe now, he said, while Philip Morris sent a unit overseas about a year ago to tie in with promotion of the snap-open pack.

WLW Cincinnati, WHIO Dayton and WSM Nashville are among radio stations which have sponsored show units, Col. Goetz said, often using their own talent properties and promoting them domestically on the air and in other publicity while the units were abroad.

Col. Goetz was disturbed that movie industry sources had been quoted in Hollywood trade papers as believing the morale need for entertainment "isn't what it was during the war." He told B•T the need actually is greater because during the war the serviceman was concerned with fighting and had a lot on his mind, while now he is concerned with filling up lonesome leisure hours.

"We are going to continue to fill the need for entertainment shows and we are going to get them from any source we can," Col. Goetz said. He said he was surprised upon his arrival in Hollywood to hear reports that HCC would disband after the annual Christmas junkets.

HCC is the cooperative entertainment industry organization which succeeded the Hollywood Victory Committee after World War II and which has been the clearing house for talent appearing in free public service events. It has functioned in behalf of talent in the same way The Advertising Council coordinates public service advertising efforts.

HCC is not to be confused with Theatre Authority, the entertainment industry's long-standing clearing house for talent appearing on telethons or public benefits where paid admissions are involved. TA units get 15% of the benefit income, which is put into various actor charities. TA is backed chiefly by the various guilds.

Aside from clearing talent for use on shows for servicemen, HCC also has acted as clearing authority for entertainers used on radio-tv shows and other events in behalf of American Red Cross, March of Dimes, American Cancer Society and like organizations. It is expected that should HCC be discontinued, these groups would be in the same predicament as Col. Goetz. HCC clears about 2,000 appearances a year.

Stanley Richardson, HCC executive secretary, told B•T there is nothing official about discontinuance of the organization although he understood that Motion Picture Producers Assn., composed of the major Hollywood film companies, has voted to discontinue its annual $25,000 support of HCC. Others contributing to HCC are Screen Actors Guild, USO Camp Shows Inc. and the Defense Dept., each giving $5,000 a year. Mr. Richardson said ABC, CBS, MBS and NBC originally were active, each contributing $1,000, but they discontinued their financial support about a year ago.

Movies' Withdrawal

Mr. Richardson said unofficial reports were current that the movie industry is withdrawing its large contribution because most of the talent now comprising the units is identified with television and records rather than movies, which pay the biggest share of the bill and don't get the publicity.

USO, functioning on public donations, has not been able to keep up its extensive program of organizing show units because of dwindling finances, it was learned. USO coordinates its shows for servicemen through Col. Goetz' office, although the USO headquarters at 6 East 45th St., New York, serves as clearing house for passports, medical shots, schedules and other details of all shows going to camps abroad.

With Col. Goetz in Hollywood are Lawrence Phillips, vice president of USO; Lt. Col. Jerome B. Coray of the Army, and Lieut Comdr. W. K. Davis of the Navy. Col. Goetz is Air Force, but represents all services and headquarters in Washington, D. C., at the Office of the Adjutant General. He cooperates with Armed Forces Radio & Television Service and said some units may appear soon on the small service television stations at various bases abroad.

Nearly 100 entertainers were to have left Hollywood Friday morning by plane for bases in Europe, the Far East, Alaska and other areas. They will comprise seven units, returning about Jan. 10, he said.

The present need for show units, Col. Goetz said is: Alaska, one show every six weeks to stay five weeks; Newfoundland-Labrador-Greenland, same as Alaska; Europe-North Africa, one show every three weeks to stay eight weeks; Far East, including Korea, Japan and Pacific islands, one show every three weeks to stay 16 weeks.

Col. Goetz said company executives are encouraged to go along when a commerical firm or group sponsors a unit because they are part of the show, going on stage and introducing the m.c. "It gives him a good chance to tell the boys that So-and-So Company hasn't forgotten them and is happy to bring them this show," he said.

Col. Goetz said that regardless of what happens to HCC, he will organize show units of volunteer professional talent, arrange sponsored units and coordinate units arranged by USO and other groups.

D'ARCY ADV. NAMES HARRY CHESLEY V. P.

HARRY W. CHESLEY Jr., vice president in charge of marketing, Philip Morris Inc., will become executive vice president and a director of D'Arcy Adv., St. Louis and New York, Jan. 2.

MR. CHESLEY

Mr. Chesley's election was announced jointly last Wednesday by Robert M. Ganger and Percy J. Orthwein, D'Arcy chairman and president, respectively.

Before joining Philip Morris in 1952, where he directed the introduction of the new Marlboro and the package change of Philip Morris cigarettes, Mr. Chesley served as a vice president and national sales manager of Pepsi-Cola Co.

From 1938 to 1942, Mr. Chesley was national sales promotion manager for the Pabst Brewing Co. and during World War II he served as assistant secretary of air staff in Washington as well as executive aide to the commanding general, U. S. air forces (combined), Pacific Ocean area.

Mr. Chesley will headquarter in St. Louis.

B-B-T Gets Lanolin Plus

BIOW-BEIRN-TOIGO Inc., New York, has been appointed to handle the $1.2 million Lanolin Plus, Chicago, account, effective Jan. 1. The line of cosmetic products is currently sponsoring the *Robert Q. Lewis Show* on CBS-TV on a participating basis which ends in two weeks, and is presently being serviced by Duggan-Phelps Adv., Chicago. Future plans for television are in the making.

Hazel Bishop Hikes Budget

HAZEL BISHOP Inc., New York, which recently added liquid make-up to its line of "once-a-day" cosmetics, announced last week that it has increased its advertising budget by $2 million for an introductory campaign using major market tv spots as well as network programs. These are *This Is Your Life*, NBC-TV; *Douglas Edwards and the News*, and *Road of Life*, both CBS Radio.

FIRST

in out-of-home audience

Survey after survey has proved that W-I-T-H leads every station in Baltimore in out-of-home audience. The latest was a Hooper Radio Audience Index of business establishments. With a 20.3% share of this audience, W-I-T-H is the No. 1 station.

We don't have to tell you how important this big out-of-home audience is. It's a big BONUS—and from W-I-T-H you get the BIGGEST BONUS of all!

Let your Forjoe man tell you all about W-I-T-H —the station that delivers listeners at the lowest cost-per-thousand in town!

IN BALTIMORE BUY

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**

DAYTIME TELEVISION LEADERSHIP

8 A.M. to 6 P.M. Monday through Friday

KWTV . . . . . 30 quarter hour strips
"Station B" . . . . 9 quarter hour strips
Tie. . . . . 1 quarter hour strip

...AND AT NIGHT,

KWTV's cost-per-thousand is as much as 20% lower than that of "Station B"

Here are facts from the October Telepulse for the metropolitan Oklahoma City area:

KWTV Highest rated nighttime network show — $64,000 QUESTION **54.7**

KWTV Highest rated daytime network women's show —— BIG PAYOFF **11.3**

KWTV Highest rated daytime participation show —— MY LITTLE MARGIE **12.2**

KWTV Highest rated children's network show — MICKEY MOUSE CLUB **18.3**

KWTV Highest rated children's participating show — RANGE RIDER **13.4**

Get on the winning team
Call or write

KWTV **OKLAHOMA CITY**

World's Tallest Man-made Structure

EDGAR T. BELL, *Executive Vice President*
FRED L. VANCE, *Sales Manager*

Represented by **AVERY-KNODEL, INC.**

Bamberger Co. Signs $1 Million Spot Pact

Purchase with WAAT-WATV (TV) Newark, N. J., for 52 weeks hailed as major breakthrough in traditionally tv-cautious department store field. Campaign begins.

A MILLION-DOLLAR radio-tv campaign, on a 52-week basis, was started Wednesday by L. Bamberger & Co., Newark, on WAAT-WATV (TV) there. The Bamberger purchase was hailed in tv quarters where tabs are kept on department store activity as the medium's first major break-through in the tradionally tv-cautious department store field.

L. Bamberger operates a huge department store in Newark and four branch stores in northern New Jersey located in Millburn, Morristown, Plainfield and Princeton with a sixth suburban store under construction in Paramus. It is said to be the largest operation of its kind in the state of New Jersey.

These stores also are at the fringe market area of Macy's Department Stores in metropolitan New York (Macy's has a main store in Manhattan and four suburban stores in the metropolitan area). R. H. Macy & Co. Inc. is the parent company of some 27 store units in the U. S., including the Bamberger units and Macy's New York stores, and main stores in San Francisco, Kansas City, Atlanta and Toledo, Ohio. In the latter cities, suburban stores range from one in Kansas City to six in Atlanta.

Although various department stores have used tv in various cities across the country either as a "shoppers guide" or in some other limited manner, the flirtation with the medium has been more "shopping about" than "buying."

The Bamberger contract with the Bremer Broadcasting Corp.'s stations, however, entails a full-scale use of the tv medium, as well as the use of radio, to supplement its advertising in newspapers.

The Campaign Format

At the outset—in the pre-Christmas season—the contract calls for seven 10-second ID's (slides) per day for six days per week (Sunday excluded) or a total of 42 tv spots per week (on WATV) which later will be built up to a peak of 77 spots per week. The Mon.-Sat. schedule on radio (WAAT) calls for 21 10-second time signals per day, or 126 per week.

By early January, the Bamberger sponsorship will add eight hours of tv programming (six hours of feature film and two hours of live) per week. The Bamberger radio-tv plan, it was said, will operate similarly to the co-op advertising (support of manufacturers whose goods it handles in promoting the products at the local buying level) used in newspaper advertising.

Initial announcement that an agreement had been reached between the department store and the stations was made jointly Tuesday by David L. Yunich, president of Bamberger's, and Irving R. Rosenhaus, president of Bremer Broadcasting.

In that announcement, Mr. Yunich said radio-tv would offer increased opportunities for the store operation to broaden its advertising base "and show visually what Bamberger's and her products represent." Mr. Yunich said lineage would not be curtailed. Radio and tv advertising, he said, would serve as "supplementary media in reaching potential new customers and others not fully reachable through newspapers alone." The broadcast media, he said, would be of "great assistance" as Bamberger's expands into suburban markets. No agency is involved; Bamberger's places its business direct.

SIGNING a contract covering what is said to be the first long-term and comprehensive use of radio and tv by a major market department store are David L. Yunich (l), president of Bamberger's, Newark, N. J., and Irving R. Rosenhaus, president of the Bremer Broadcasting Corp., operators of WAAT and WATV (TV), which will air the store's commercials.

The stations noted that in the past, department stores—particularly in major markets—have used tv and radio only for brief tests, short-term campaigns or on a minor scale. Recalled was a comprehensive use in pre tv days of radio by Joske's in San Antonio, Tex., developed in cooperation with the then NAB.

John R. Little to Manage FC&B San Francisco Office

JOHN R. LITTLE, a Foote, Cone & Belding vice president, last week was named San Francisco manager of the agency. He succeeds Ford Sibley, who has been transferred to the New York office in an executive capacity.

MR. LITTLE

Mr. Little has served as supervisor of five FC&B accounts in the Los Angeles office, including Bullock's (department stores), Security First National Bank, the All-Year Club of Southern California, Hughes Aircraft, and Pacific Mutual Life Insurance. He joined Foote, Cone & Belding in 1942 after three years as sales promotion and public relations director of the All-Year Club. Prior to that he was sales consultant to several large Southern California firms.

BBDO Raises Two in S. F. To Vice Presidencies

WILLIAM R. SIMPSON and J. B. Pollock of BBDO's San Francisco office, have been appointed vice presidents of the agency, Ben Duffy, president, announced last week. Mr. Simpson, with the agency since 1942, is copy chief in San Francisco, and Mr. Pollock, group supervisor of BBDO's Standard Oil of California account, joined the agency in 1944.

Tv Electronics Inc. Reports Stock Additions During Year

SUBSTANTIAL additions to its portfolio of entertainment industry common stocks were made by Television Electronics Inc., New York, during its fiscal year ended Oct. 31, according to the mutual investment company's annual report issued last week to shareholders.

Among the additional purchases reported during the year were 10,000 shares of ABC-Paramount Theatres; 6,000 shares of CBS A; 9,000 shares of General Tire & Rubber Co.; 4,000 shares of RCA and 9,800 shares of Storer Broadcasting Co. Among the increased purchases in the film field were 17,500 shares of Columbia Pictures; 30,600 shares of Paramount Pictures Corp.; 4,000 shares of Walt Disney Productions and 21,000 shares of Warner Bros. Pictures Inc.

"Because we are more certain than ever of the great potential growth in the science of electronics and nucleonics," Chester D. Tripp, president of the Fund, declared, "we feel that current conditions are affording us an opportunity to entrench ourselves further in these fields to best advantage."

Total net assets of Television-Electronics Funds Inc. were listed on Oct. 31 at $105,847,907, equal to $11.05 per share, compared with $55,868,018, or $9.47 per share on Oct. 31, 1954. Number of shares outstanding this year amounted to 9,574,053 against 5,901,271 last year.

New York Sets in Use Up 29% in Fall of '55

IN a special study of the New York Market, C. E. Hooper Inc., radio measurement firm, found a "tremendous" increase in radio listening over that of a year ago.

Reporting last week on the coincidental study—conducted of a sample size of 72,155 in October and November, the Hooper firm found an overall 29% increase in sets-in-use compared with the preceding fall.

Gains in homes using radio were found for every major time block: Monday-Friday, 7 a.m.-noon, up to 25.8%; noon-6 p.m., increase of 22.1%; Sunday, 10 a.m.-6 p.m., up 35%; Saturday, 8 a.m.-6 p.m., increase of 51.6%; Sunday-Saturday, 6 p.m., up 37.2%.

Compared with November 1952 (a time when the Hooper firm found radio listening at a low ebb in the area), the following increases were noted: Monday-Friday, 8 a.m.-noon, up 43.4%; noon-6 p.m., increase of 47.8%, and Saturday, 8 a.m.-8 p.m., up 77.7%.

Gruen Names Somerfield

RALPH M. SOMERFIELD, manager of Bulova Watch Co.'s new products division since 1945, was named last week to head up Gruen Watch Co.'s new dealer tv-radio service. Mr. Somerfield's appointment is in line with Gruen's plans to increase sponsorship of local radio and tv programs, Bruce Enderwood, Gruen's vice president for advertising, said. Mr. Somerfield will offer a counseling service to dealers and provide tv-radio copywriters for dealer commercials.

Pittsburgh Agency Moves

THE PITTSBURGH advertising agency of Wasser, Kay & Phillips Inc. last week completed a move to new and larger offices in that city. The new quarters, located at 1231 Banksville Road, occupy the second floor of a modern two-story brick structure and are designed for television production, art and copy departments.

J. WARD MAURER (r), vice president in charge of advertising for the Wildroot Co., is congratulated upon his election as chairman of the board of Advertising Research Foundation by Fred B. Manchee, outgoing ARF chairman and vice president-treasurer of BBDO.

J. Ward Maurer Named As Chairman of ARF

J. WARD MAURER, vice president in charge of advertising, Wildroot Co. (hair tonic), was elected chairman of the Advertising Research Foundation board of directors at the fifth annual meeting Monday of ARF subscribers in New York.

The board is "tripartite," with equal representation of advertisers, agencies and media.

ABC President Robert E. Kintner was elected for a two-year term (for tv) and CBS Radio President Arthur Hull Hayes for a three year term as media directors on the board. Dr. W. H. Wulfeck, chairman of William Esty Co.'s executive committee, was elected vice chairman and Edward P. Seymour, vice president, Crowell-Collier Pub. Co., was reelected treasurer of the board.

In other election results, William A. Hart continues as president of ARF, Fred B. Manchee, executive vice president and treasurer of BBDO, as director (ARF's board chairman last year), and Edward F. Herrick of the ARF staff, as secretary (re-elected).

Advertiser members of the board, in addition to Mr. Maurer, are Henry Schachte, Lever Bros., and Paul B. West, Assn. of National Advertisers, one year terms; Ben R. Donaldson, Ford Motor Co., two year term; Bay E. Astes Jr., United States Steel Corp., Frank W. Mansfield, Sylvania Electric Products Inc. and Dr. D. P. Smelser, Procter & Gamble Co., three year terms.

Agency members include Frederic R. Gamble, American Assn. of Adv. Agencies, and B. B. Geyer, Geyer Adv. Inc., one year terms; Fergus Mead, The Buchen Co., two year term; Arno Johnson, J. Walter Thompson Co., and Charles A. Pooler, Benton & Bowles Inc., three year terms. One agency directorship remains to be filled.

Besides Messrs. Kintner and Hayes, media directors are Walter C. Kurz, *Chicago Tribune*, Paul Montgomery, McGraw-Hill Pub. Co., and Vernon C. Myers, *Look* magazine, all for one year, and John C. Sterling, *This Week* magazine, three year term.

NETWORK NEW BUSINESS

Hartz Mountain Products (bird and pet products), N. Y., to co-sponsor *Super Circus* (ABC-TV, Sun., 5-6 p.m. EST), beginning Jan. 1, bringing the program to full sponsorship. Others are **Roto-Broil Corp. of America Inc.** (electric rotisseries), through Product Services Inc., N. Y., and **Chunky Chocolate Corp.**, N. Y., through Hilton & Riggio, N. Y. Agency for Hartz is Friend-Krieger & Rader Inc., N. Y. The program, which moves to N. Y. Jan. 1, will be produced by Martin Stone Assoc.

Seven-Up Co., St. Louis, started sponsorship last week of 3:30-3:45 p.m. (EST) Wednesday segment of CBS-TV's *Bob Crosby Show*. Seven-Up's agency is J. Walter Thompson Co., Chicago.

AGENCY APPOINTMENTS

Superior Household Mfg. Co. (So-Soft Synthetic Sponges), Chicago, appoints M. M. Fisher Assoc., Chicago, as advertising and merchandising counsel.

Fuel Generators, Newton, Iowa, appoints Grant, Schwenck & Baker Inc., Chicago, to handle its advertising.

Seattle Packing Co. (Bar-S meats), Seattle, names Miller, Mackay, Hoeck & Hartung, that city, for advertising, effective Jan. 1.

Standard National Adv. Agency, Seattle, announces new campaigns for Palix fresh oysters, L. A., and for Oyster Sticks, new product of Olympia Oyster Co., Seattle.

Meredith WOW Inc. (WOW-AM-TV Omaha), appoints Buchanan-Thomas Adv. Co., Omaha.

A&A SHORTS

M. B. Scott Inc., W. Hollywood, is agency for Sleep-Eze Co. (sleeping pills), L. A., sponsor of CBS Radio's *Surprise Theatre* (Sat., 12:55-1 p.m.). Barton A. Stebbins Adv., L. A., was reported in B•T Dec. 5 as Sleep-Eze agency.

McKim Adv. Ltd., Toronto, moves to new McKim Bldg. today (Monday) at 1407 Yonge St.

Ben Bezoff & Co., advertising and public relations agency, Denver, changed name to Arnold & Co.

Galen E. Broyles Co., Denver advertising agency, has moved into new quarters at 200 Clayton St., according to President Galen Broyles. The new building features a 17x23 ft. conference room which has a tv set, film projection and audition equipment built into a fold-away cabinet. The agency also has a Colorado Springs office.

A&A PEOPLE

John W. Crawford, copy supervisor, Kenyon & Eckhardt, Chicago, elected vice president by agency board. Before he joined K&E several months ago, Mr. Crawford was copy department manager at Leo Burnett Co., Chicago.

MR. CRAWFORD

William R. Simpson, copy chief, BBDO San Francisco office, and **J. B. Pollock,** account supervisor on Standard Oil account, BBDO San Francisco office, elected vice presidents of that agency.

David R. Hayes, W. E. Long Co., Chicago agency for group of bakeries, appointed director of radio and television. With Long for two years, Mr. Hayes has been responsible for creative scheduling, media - production liaison and radio-tv client contact.

MR. HAYES

George Forman, member of Bulova Watch Co.'s advertising and sales promotion department since 1949, named advertis-

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Nov. 12, 1955

Rank	Program	Homes (000)
Evening, once-a-week (Average for all programs)		(786)
1.	Dragnet (NBC)	1,896
2.	Two for the Money (CBS)	1,757
3.	Our Miss Brooks (CBS)	1,757
4.	You Bet Your Life (NBC)	1,665
5.	Great Gildersleeve (NBC)	1,572
6.	64,000 Dollar Question (CBS)	1,572
7.	Godfrey's Scouts (Toni) (CBS)	1,526
8.	Edgar Bergen (CBS)	1,434
9.	Gunsmoke (CBS)	1,434
10.	Gene Autry Show (CBS)	1,295
Evening, multi-weekly (Average for all programs)		(786)
1.	One Man's Family (NBC)	1,804
2.	News of the World (NBC)	1,665
3.	Lowell Thomas (CBS)	1,572
Weekday (Average for all programs)		(1,387)
1.	Young Dr. Malone (CBS)	2,312
2.	Guiding Light (CBS)	2,312
3.	Ma Perkins (CBS)	2,173
4.	Arthur Godfrey (Campana 11:00) (CBS)	2,127
5.	This Is Nora Drake (B. Myers) (CBS)	2,081
6.	Road of Life (CBS)	2,035
7.	Helen Trent (Toni) (CBS)	2,035
8.	Arthur Godfrey (Kellogg) (CBS)	2,035
9.	Perry Mason (Procter & Gamble) (CBS)	1,988
10.	Arthur Godfrey (Campana 10:15) (CBS)	1,988
Day, Sunday (Average for all programs)		(509)
1.	Your Nutrilite Theatre (NBC)	1,249
2.	Woolworth Hour (CBS)	1,249
3.	Symphonette (CBS)	971
Day, Saturday (Average for all programs)		(694)
1.	Gunsmoke (CBS)	1,619
2.	Allan Jackson-News (12:00) (CBS)	1,295
3.	National Farm and Home Hour (NBC)	1,249

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PULSE

Top 20 Regularly Scheduled Once-A-Week Shows

	Rating Nov.	Oct.
$64,000 Question (CBS)	51.9	53.4
Ed Sullivan Show (CBS)	40.0	37.9
I Love Lucy (CBS)	39.1	36.9
Shower of Stars (CBS)	37.1	30.9
Groucho Marx (NBC)	35.1	34.2
December Bride (CBS)	30.4	28.2
Disneyland (ABC)	30.3	26.1
Honeymooners (CBS)	30.1	30.4
Perry Como (NBC)	29.0	25.7
Robert Montgomery (NBC)	28.7	
Burns and Allen (CBS)	28.0	28.5
Lux Video Theatre (NBC)	27.5	27.8
I've Got a Secret (CBS)	27.3	27.5
Godfrey's Talent Scouts (CBS)	27.2	26.5
GE Theatre (CBS)	27.1	26.3
Dragnet (NBC)	26.8	27.1
Our Miss Brooks (CBS)	26.6	26.9
This Is Your Life (NBC)	26.6	26.3
Jack Benny (CBS)	26.5	
Big Story (NBC)	26.3	
Martha Raye (NBC)	26.3	27.5

Top 10 Regularly Scheduled Multi-Weekly Shows

Mickey Mouse Club (ABC)	16.2	14.4
Guiding Light (CBS)	11.1	10.8
Love of Life (CBS)	10.9	10.6
Search for Tomorrow (CBS)	10.3	10.1
Howdy Doody (NBC)	9.9	10.6
CBS-TV News (CBS)	9.7	9.9
News Caravan (NBC)	9.7	9.6
Big Payoff (CBS)	9.6	9.4
Arthur Godfrey (CBS)	9.4	9.1
Art Linkletter (CBS)	9.4	
Strike It Rich (CBS)	9.4	9.1

WCPO-TV
CINCINNATI

and

WEWS
CLEVELAND

announce the appointment of

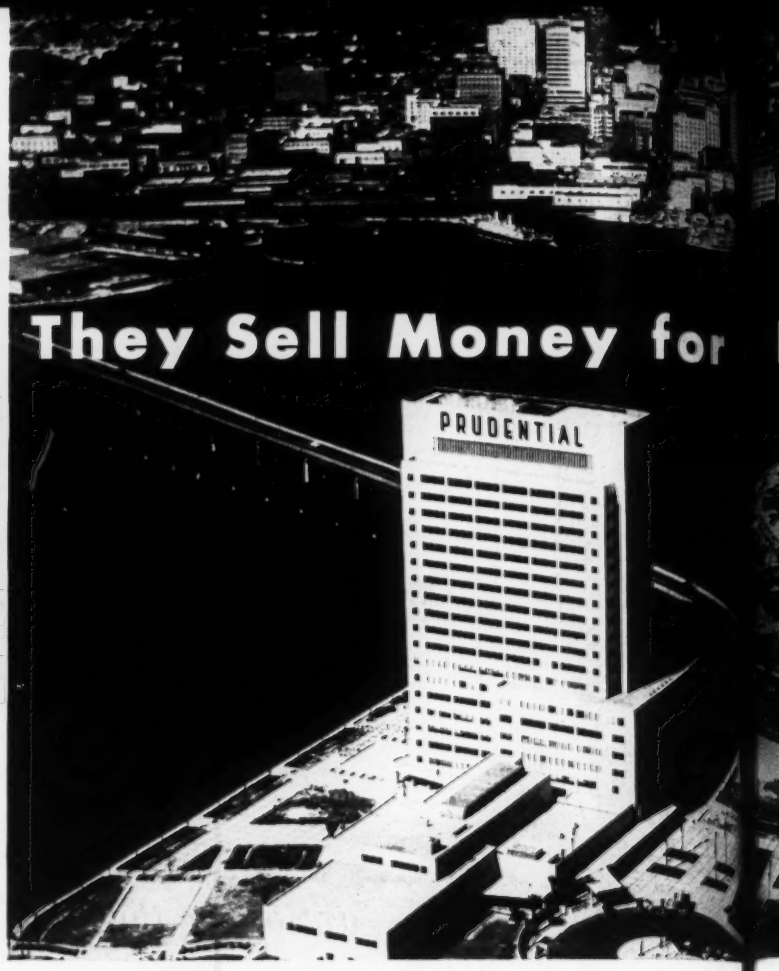
BLAIR TV

as national representative
effective January 1, 1956

WCPO-TV **Channel 9** **ABC-TV NETWORK** CINCINNATI 6, OHIO		**WEWS** **Channel 5** **ABC-TV NETWORK** CLEVELAND 14, OHIO

SCRIPPS-HOWARD RADIO, INC.

Spending $350,000 for supplies alone in its home town of Jacksonville annually, Gulf Life has a local payroll of $2 million, assets of $128 million, and $857 million insurance in force among 1.4 million Southeasterners.



Independent Life pays approximately $2 million annually to its 400 Jaxon employees, has $10 million in mortgage loans in its home county, spends $175,000 annually for printing and stationery alone in WMBR-TV's home town.

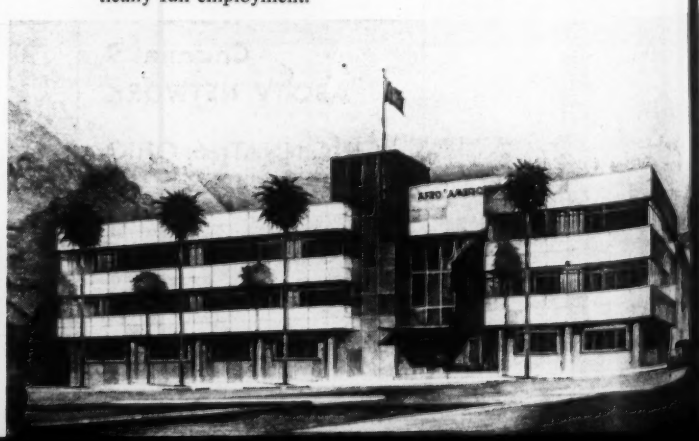
9 Home Offices and 33 Regional Branches Make Jacksonville the Insurance Center of the Southeast

FLORIDA'S tourist-attracting sunshine also warms the governmental atmosphere, adding a friendly climate for business and industry. The tax barometer reads "No state income tax." Result: a multi-million dollar industry with annual home office payroll of $13 million for hustling Jacksonville.

Providing home office employment for more than 3,500 persons, the insurance business is a stabilizing factor in the Jacksonville economy. Home of more than 600 industries, major seaport, site of important Navy installations, Jacksonville is a market of 375,000, marketplace for 700,000 more. You reach most of them via WMBR-TV, the oldest, most powerful, most-watched television station in the area.

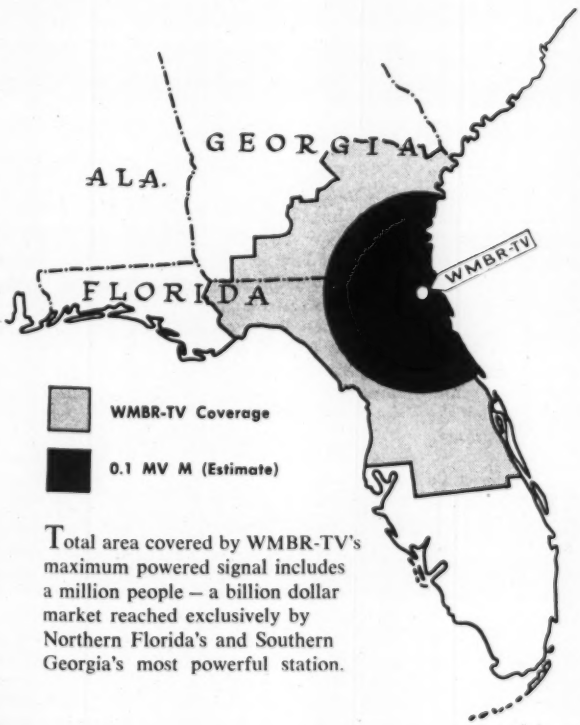
United Life Insurance Company operates exclusively in Florida, has $50,000,000 life insurance in force, 150,000 policy holders, and employs 240 Florida men and women.

The Afro-American Life Insurance Company's million-dollar installation grew from modest ($700 initial assets) start in 1901. Current assets: $7,874,000. Annual Jaxon payroll: $337,144. Insurance in force: $43,000,000. Jacksonville's Negro population enjoys practically full employment.



Future Delivery

Jacksonville's newest and tallest skyscraper – the $15 million, 22-story South-Central Home Office of the Prudential Insurance Company. Employing 1,500, SCHO serves 10 states, pays out $1 million a week in claims.



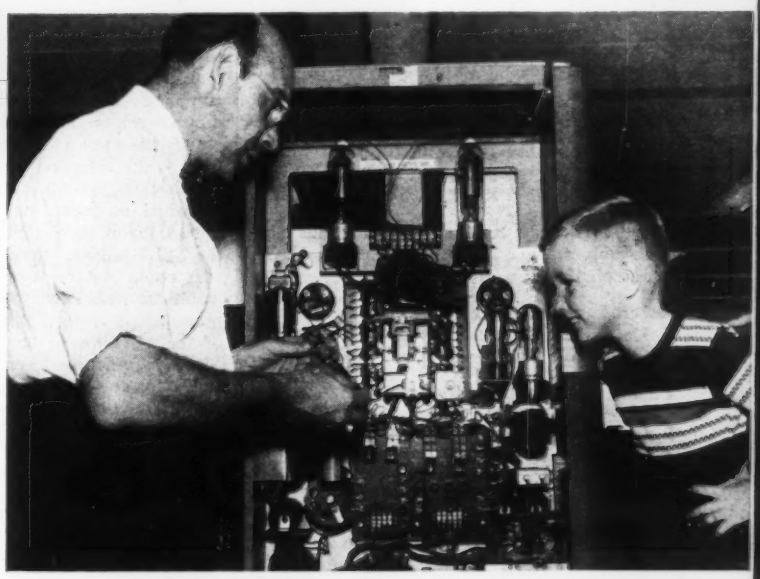
Total area covered by WMBR-TV's maximum powered signal includes a million people – a billion dollar market reached exclusively by Northern Florida's and Southern Georgia's most powerful station.

WMBR-TV

Channel 4 • Basic CBS

Represented by CBS Television Spot Sales

State Farm's Southeastern office employs 363, writes fire and auto insurance for Florida, Georgia, North and South Carolina. Payroll exceeds $1,250,000 annually.



Electronic computers like this one figure policy dividends, deduct them from premiums, establish balances – at the rate of 6,000 per hour, which is only a bit faster than folks are moving to Florida (2,600 people per week).

Peninsular Life, Florida's oldest chartered life insurance company, was founded in 1901 in Jacksonville, now employs 600, one-third of whom live here. Construction of new home office on semi-suburban site set new standard for commercial building, boosted Jacksonville as insurance center.

ing manager, Emerson Radio & Phonograph Corp. He succeeds **Edward Kantrowitz,** recently appointed assistant to Lester Krugman, vice president in charge of marketing.

Arthur E. Duram, head of tv-radio department, Fuller & Smith & Ross Inc., Cleveland, elected a director of that agency.

George M. McCoy Jr., media department, Colgate-Palmolive Co., to N. W. Ayer & Son, N. Y., as manager and administrator in time-buying department.

Dr. Homer Wood, assistant placement counsellor, Lever Brothers Co., to Grey Adv. Agency, N. Y., as manager of research department.

Jerome Harrison, ABC-TV eastern sales manager, to McCann-Erickson, N. Y., as executive staff member, radio-tv department.

Sherman E. Rogers, creative director, Platt-Forbes Inc., N. Y., appointed copy chief, Anderson & Cairns Inc., N. Y.

Albert K. Burwinkle, art director, elected vice president, and **Ruth Hazelwood,** public relations staff, promoted to assistant account executive, Grant Advertising Inc., N. Y.

Charles J. Weigert, Benton & Bowles Inc., N. Y., to Joseph Katz Co., Baltimore, as director of media.

Sherman E. Rogers, former creative director, Platt-Forbes Inc., to Anderson & Cairns Inc., N. Y., as copy chief.

Gordon G. Roberts, formerly with Martin L. Smith Co., N. Y., advertising agency, has joined Ruthrauff & Ryan, N. Y., as copywriter.

Theodore Braude, former advertising and merchandising manager, Hazel Bishop Inc., N. Y., to Joseph Katz Co., Baltimore agency.

Robert L. Ervin, Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia, to contact department of Gray & Rogers agency, Philadelphia.

Charles F. Wilkinson, formerly vice president and head of art department of Mckee & Albright Inc., Philadelphia, to art department of Gray & Rogers, Philadelphia.

Louis G. York, sales staff, KSVP Artesia, N. M., to Kansas City office of Cary-Hill Inc., Des Moines advertising agency, as account executive.

Lawrence A. Wilson, formerly account executive, McCarty Co., L. A. agency, to Byron H. Brown & Staff Inc., Beverly Hills, Calif., as production manager.

Frederick M. Avery, director of Colgate-Palmolive Co., Jersey City, N. J., premium department, named premium buyer for that company.

Bill Brennan, former CBS-TV producer, to Young & Rubicam agency, N. Y., for special assignment on production staff.

Carl A. Shem, formerly account executive, Standard Oil Co. (of Ohio) account at McCann-Erickson Inc., Cleveland, to Compton Adv. Inc., Chicago, as executive on Socony Mobil Oil Co. (Chicago Div.) account.

Don Belding, vice president and chairman of executive committee, Foote, Cone & Belding, L. A., was elected regional vice president of Defense Orientation Conference Assn. Composed of business leaders, DOCA helps interpret U. S. defense matters to public.

Willis A. Weld, 59, vice president and account executive, Fensholt Adv. Agency Inc., Chicago, died Nov. 27. He had been with agency for over 10 years.

DEAL BY FOX FOR RKO FILMS SEEN CLOSED BY YEAR'S END

President of Motion Pictures for Television would acquire 650-700 features and nearly 1,000 short subjects for $12.2 million. Only details as to contract remain to be evolved, says Thomas F. O'Neil.

TRANSACTION whereby Matthew Fox, president of Motion Pictures for Television, will acquire 650-700 RKO feature films for $12.2 million cash, will be closed prior to year end, B•T learned authoritatively last week.

Thomas F. O'Neil, RKO Radio Pictures Inc. president, who has been negotiating directly with Mr. Fox, confirmed the transaction, asserting that it would be advantageous to both groups to close before the calendar year end. Only details as to contract remain to be evolved, he said. The contract itself probably will cover some 675 feature films out of the total of some 750 because of probable inability to procure clearances on the entire stock.

The purchase price, it was understood, would include features and close to 1,000 shorts.

Included in the group are about 150 films on which RKO Teleradio Pictures Inc. will retain first run rights for two years for all markets. These would be available for disposition to tv networks or national advertisers during that period and then would revert to Mr. Fox's company. The figure placed on these rights for the two-year period is $3 million.

Offsetting the $3 million evaluation on these films is the retention of rights to show the entire backlog of films on the O'Neil stations, for which an overall price of $3 million is committed. Thus the final transaction would entail the $12.2 million figure.

It could not be ascertained last week who would be associated with Mr. Fox in this unprecedented venture, involving the largest stock of feature films to be made available for tv. Mr. Fox procures foreign as well as domestic rights for the stock.

The transaction is the sequel to Mr. O'Neil's acquisition of RKO last July for $25 million from Howard Hughes.

Although plans for the use of the library were not disclosed, it was speculated that Mr. Fox might turn over 200 of the better films and shorts for pay-as-you-see television.

Mr. Fox signed a contract with Skiatron, Electronics & Television Corp., New York, developers of "subscriber-vision" method of toll tv, more than a year ago, under which Mr. Fox was licensed to serve Skiatron exclusively for program production and for financial assistance to obtain product for pay television. A syndicate headed by Mr. Fox, operating under the name of Skiatron Tv Inc., has been functioning since that time.

Though toll tv still has to be considered by the FCC, it was understood that Mr. Fox is in the process of concluding arrangements with foreign governments to supply films for a system of pay tv abroad. It was pointed out that the RKO library contains many films that are still popular and undated, and could be received favorably, both abroad and in the U. S. These films would be considered a nucleus of programming for toll television. The European market was said to be regarded by Mr. Fox as a propitious one to put pay tv "on the road," as motion picture exhibitor resistance is not expected to be so strong as it is in the U. S. Favorable reception abroad for pay tv might make the task here easier, according to some supporters of the system.

A long-time motion picture executive, Mr. Fox entered the tv film field in 1946 when he established United World Films, which distributes 16mm to tv as well as to schools, churches and other groups. In 1950, he extracted from United World the films suitable for tv and in conjunction with Flamingo Films and Associated Artists Productions established Motion Pictures for Television. Flamingo Films and AAP currently are operating tv film and distribution companies, with no connection with MPTV or one another.

Mr. Fox began to reduce his activities in the tv film distribution field in September 1954 when he assigned local and regional distribution rights to eight syndicated properties to the UM&M Corp. [B•T, Oct. 4, 1954]. This year he turned over distribution rights to some 700 features to Guild Films Co. [B•T, Feb. 7].

At the time of the transaction with Guild Films, Mr. Fox said the move was taken so that he might devote more time to his Skiatron interest. He also said that MPTV would confine itself to the development and financing of tv program productions and to supervision of its relationship with UM&M.

Mr. Fox also is "substantial" stockholder, with holdings estimated at $1 million, in C&C Super Corp. (soft drinks), of which Walter S. Mack is president. It was reported that Mr. Fox acquired this stock earlier this year by assigning to C&C Super Cola the assets of Western Television Corp., a Fox company that produced syndicated tv film programs, and which had earned about $1 million in time from stations in return for programming. In the transaction, Mr. Fox acquired stock for the air time which he allocated to C&C Super Corp.

General Teleradio, RKO Merger Approved by FCC

THE FCC last week approved the merger of General Teleradio Inc. and RKO Radio Pictures Inc. into RKO Teleradio Pictures Inc. [B•T, Nov. 28]. General Teleradio (owned by General Tire & Rubber Co.) bought RKO Radio Pictures last summer for $25 million from Howard Hughes.

The new entertainment giant will comprise two divisions: General Teleradio for radio and tv properties, including control of Mutual Broadcasting System, and RKO Radio Pictures for film production and distribution.

The parent company will be headed by Thomas F. O'Neil, who also will retain command of the radio-tv operations. Daniel O'Shea continues as chief of film activities.

At the time the merger was announced, it also was disclosed that General Tire & Rubber Co., then 90% owner of General Teleradio, had bought out R. H. Macy & Co.'s 10% interest in General Teleradio for $2¼ million.

General Teleradio owns seven radio stations and six tv stations. These are: WNAC-AM-FM-TV Boston, WGTH-AM-TV Hartford, KHJ-AM-FM-TV Los Angeles, WOR-AM-FM-TV New York, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, and KFRC San Francisco. In addition, General Teleradio owns 58% of MBS, and 100% of Yankee Network in New England and the Don Lee Network on the west coast. Pending FCC approval is the $650,000 sale of the Hartford tv station to CBS.

Skip this if you know how to say

W, 23rd letter of the English alphabet, replaced the Anglo-Saxon runic wen in the 11th century. Usually a consonant, as in *CBS Network*, its sound is a voiced bilabial formed by raising the far reaches of the tongue (as for o͞o, pronounced with a vowel-type of lip-rounding). Written w is silent in some words, as *answer*, but we're not interested in silence. Though virtually a voiceless fricative in wh, the latter consonant is more to the point, as in *wh*erewithal, in which Iowa (pronounced perfect for marketing) wallows. In cognate words, Eastern Iowa's W corresponds to the Sanskrit v and the extinct Greek digamma (e͞itheos—unmarried youth—and that's about enough along those lines).

M, 13th letter of the alphabet, is a sonant bilabial continuant. You stop up the oral passage, or lips, lower the soft palate for nasal resonance, and blow. M has syllabic value in some words of Greek origin, like chasm (kas'm), but this can't compare with the value it has in proper time-buying context, as in double o͞o emmmm tee, but we get ahead of our story. Words like mnemonic, where the m is silent, are best ignored, which we'll have to try and remember (as in mnemonic). In Roman numerals M stands for 1,000, which, with the addition of a decimal point after the 1, gives you a rough idea of how a certain radio tv station stands in batting average with Eastern Iowans.

T, 20th letter of the you ought to know what by now, usually is a voiceless alveolar stop, not to be confused with the commuter's late afternoon stop ("One on the rox, Joe"). With h it forms the digraph th, which represents the characteristic English interdental fricative, voiced in *th*is, voiceless in *th*ing. With i it sometimes acquires a sh sound, as in palatial, which just happens to be the correct word for homes in double o͞o emmm teeland. With Z it forms the Katz Agency, our national representative, not to be confused with an alveolar stop. T is frequently silent before l or n, as in *often*, which is what we hope we'll be hearing from you. Our mail address is Cedar Rapids, as in Iowa.

NTA BUYS 10 SELZNICK FEATURE FILMS

National Telefilm Assoc. pays 'over $1 million' for distribution rights to features, will offer them for sale to network or national sponsor for telecasting on once-a-month basis.

IN ACQUIRING the tv distribution rights last week to 10 David O. Selznick motion pictures at a price said to be "over $1 million," National Telefilm Assoc., New York, plans to offer the films for sale to a network or national sponsor for exposure on a once-a-month basis under the title of *David O. Selznick Presents.*

This development was learned by B•T after a joint announcement of the transaction Tuesday by Frank I. Davis Jr., president of the Selznick Co., and Ely Landau, NTA president. Under contract terms, NTA has acquired the tv distribution rights to the motion pictures

MR. LANDAU MR. SELZNICK

in the U. S. and Canada for a five-year period. These films are the first Selznick properties to be released for tv. The projected once-a-month series would use the newly acquired films, plus at least two other motion pictures also to be obtained from Mr. Selznick in negotiations still to be completed. As envisaged, the series would present Mr. Selznick as host, with additional plans to build a merchandising program around the association.

NTA paid more than $100,000 for each Selznick picture, believed by Mr. Landau to be "the largest amount by far" to be paid by a tv distributor for a Hollywood-produced film. He said the top price previously paid for a Hollywood film by a tv distributor probably was not more than $50,000.

The sale of the package was negotiated by Mr. Landau and Oliver Unger, executive vice president of NTA, and Mr. Selznick and Mr. Dayis. Mr. Unger is reported to have conducted negotiations for the Selznick product for more than four years, part of which time he had been associated with companies other than NTA.

Motion pictures in the package include: "The Farmer's Daughter," with Loretta Young, Joseph Cotton and Ethel Barrymore; "Notorious," with Cary Grant and Ingrid Bergman; "Since You Went Away," with Jennifer Jones, Claudette Colbert, Lionel Barrymore and Shirley Temple; "Portrait of Jenny," with David Wayne, Miss Barrymore and Mr. Cotton; "The Paradine Case," with Gregory Peck, Ann Todd and Charles Laughton; "I'll Be Seeing You," with Ginger Rogers, Mr. Cotton and Shirley Temple; "The Spiral Staircase," with Dorothy Maguire, George Brent and Miss Barrymore; "Garden of Allah," with Marlene Dietrich and Charles Boyer; "A Bill of Divorcement," with John Barrymore and Katharine Hepburn, and a re-make of "Bill of Divorcement," with Adolph Menjou and Maureen O'Hara, which will be re-titled for tv release.

Mr. Landau told B•T that he currently is negotiating with two of the major film studios for a backlog of their films to be issued at the rate of 50 a year. He declined to name the studios but said he is assured of "proper financial backing." Mr. Landau said he "is still in the running" for General Teleradio's package of 750 RKO feature films and 900 shorts, although independent tv film executive Matthew Fox reportedly has the "inside edge" in this transaction.

First Quarter Report Shows Profit for NTA

IN ITS first "progress report" to stockholders, National Telefilm Assoc., New York, publicly-owned tv film distributors, last week reported that net income for the three months ended Oct. 31 amounted to $60,531, equal to nine cents per share on 650,000 shares of common stock outstanding. NTA operated at a loss during the corresponding period last year.

As an indication of the company's growth, Ely Landau, president, observed that in the three-month period up to Oct. 31, a total of $1,050,832 in tv exhibition contracts was written, as against $842,660 in the prior three months.

Revenues derived from tv film rentals in the three-month period ended Oct. 31, which is NTA's first quarter of the current fiscal year, amounted to $660,995, according to Mr. Landau. He noted that earnings in the first quarter were sufficient to cancel out the earned surplus deficit of $55,808 that existed on July 31. The balance of the earnings, he said, has been added to the stockholder's equity.

"Of prime importance is the company's healthy backlog of earnings, represented on the balance sheet as deferred film rental income," Mr. Landau pointed out. "This amount increased $144,540 in the first fiscal quarter to reach a new peak of $671,375.

Stock in NTA was offered for sale last June and the company has more than 1,000 stockholders. The company is listed with the American Stock Exchange.

Roach Tv Commercial Films To Bill $1.5 Million in '55

HAL ROACH Studios' tv commercial film department will post $1.5 million in billings for the year ending Dec. 31—a 125% increase over 1954—according to Sidney Van Keuren, department vice president and general manager.

During the current year, Roach has added to its roster of clients such national advertisers as the Chevrolet Div. of General Motors, Johnson's wax, Delco batteries and appliances, Reynolds aluminum, United Airlines, Eastman Kodak, Marlboro cigarettes, Norelco, electric shavers, Slenderella and Helena Rubenstein cosmetics.

Mr. Van Keuren said that a major portion of new business placed with Roach is from New York and Chicago accounts.

Fred A. Niles Reveals Plans For Own Tv Production Firm

FRED A. NILES, who resigned as executive vice president of Kling Film Productions [AT DEADLINE, Dec. 12], last week announced plans to open his own tv production firm in January.

The organization will specialize in programs and commercials, with offices in Chicago (headquarters) and Hollywood, he told a news conference Monday, but declined to elaborate on his plans.

No successor has been announced for his post at Kling Film Productions, subsidiary of Kling Studios Inc., which Mr. Niles founded in 1947. During his tenure at Kling, the operation was expanded to include a syndicated division for programs and commercials. Offices were established in other cities and studios were purchased in Hollywood. Prior to joining Kling, Mr. Niles was associated with WAAF Chicago as a news commentator.

Robert Eirinburg, president of Kling Studios Inc., is expected to name a production executive and sales manager shortly. Addition of Harry W. Glasser as vice president and Harold W. Phillips to the creative staff of the parent organization were announced last week. Among others who resigned at Kling Film Productions along with Mr. Niles, were Chris Peterson, head of the syndicated division, and Ruth Ratny, continuity and public relations specialist.

Transfilm Expands To Tv Programming

EXPANSION of Transfilm Inc., New York, into tv film programming was announced last week by William Miesagaes, president of the company. Since 1941 Transfilm has been a producer and distributor of industrial films and later moved into the tv film commercial field. Mr. Miesagaes said Transfilm has established a special projects division to handle tv film as well as theatrical motion picture production. The first tv film project under consideration, he said, is a children's series. Walter Lowendahl, Transfilm executive vice president, will devote full time to the special projects division and has turned over his former industrial film activities to Robert H. Klaeger, vice president in charge of tv film commercials for Transfilm.

John Schneider Re-Elected President of Film Council

RE-ELECTION of John Schneider, vice president of Biow-Beirn-Toigo, New York, as president of National Television Film Council was announced Thursday at the Council's annual Christmas Party in New York. The occasion also was used to honor CBS-TV comic Phil Silvers for "furthering the use of film in television" with his *You'll Never Get Rich* series.

Other NTFC officers for 1956: William Rettig, W. T. German Inc., executive vice president; Sidney Mayers, Standard Television Corp., executive secretary; Charles Carpenter, Technicolor Corp., treasurer; Beaulah Jarvis, NBC Film Div., general secretary; Arche Mayers, Standard Television, vice president, distribution; Bert Hecht, Bill Sturm Studios, vice president, production; Howard Olds, McCann-Erickson, vice president, agencies; Dave O'Shea, Weed Inc., vice president, stations; Ken Cowan, B•T, vice president, membership, and Lou Feldman, Du-Art Labs, vice president, laboratories.

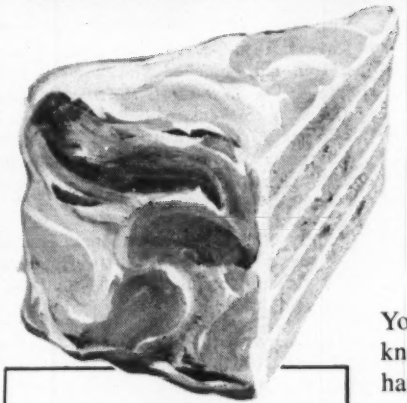
Johnson Films Adds Service

ED JOHNSON FILMS, Hollywood, has set up a new department to work with advertising agencies in the preparation of tv commercials designed for low and medium budget production, it was announced last week. The department also will provide slide film and motion picture scripts for sales training and other purposes. Ted Byron heads the new service.

IN GEORGIA...

you can have your cake and eat it, too!

The GEORGIA BIG 5...



the station group that gives you all the *practical advantages* of a network...*plus all the local impact of home-town programming!*

You know the *intense* listener loyalty that stations command *locally*. You know the *strong dealer influence* that stations wield *locally*. Now you can have these *local* advantages of five long-established stations...PLUS time-saving network economies—with the GEORGIA BIG 5! Five leading stations in one buy . . . involving only *one* bill.

Buy the GEORGIA BIG 5—get the added sales power of local merchandising support!

The sale you start with your spot is *clinched* by the point of sale merchandising support supplied by each *Georgia Big 5* station. In addition you can count on a full array of selling aids: trade calls by station personnel who are your dealers' *neighbors*... trade mailings and tune-in announcements. Your Avery-Knodel man will give you full details!

CHECK these important FACTS ABOUT GEORGIA

In the two year period ending 1954:

- ☐ **Georgia radio homes..... UP 22%**
- ☐ **Georgia population..... UP 17%**
- ☐ **Georgia automotive sales . UP 43%**
- ☐ **Georgia retail sales..... UP 13%**

Four good reasons why Georgia deserves deeper penetration than ever before...*deeper* penetration than *one-station coverage* can give! Ask for *all* the facts about the big new growth of Georgia!

The GEORGIA BIG 5

is your *big Georgia buy*... more Georgia homes *at less cost per minute!*

The *Georgia Big 5* delivers 83%—yes 83% — of all Georgia radio homes! More Georgia homes—at less cost per minute—make the *Georgia Big 5* your big buy—your best buy—in the nearly $3 billion Georgia market.

MERCHANDISE SOLD VIA GEORGIA BIG 5 WGST WGAC WRBL WMAZ WTOC

WGST *Atlanta* 5,000W ABC

WGAC *Augusta* 5,000W ABC

WMAZ *Macon* 10,000W CBS

WTOC *Savannah* 5,000W CBS

WRBL Columbus 5,000W CBS

AVERY-KNODEL, Inc. National Representatives

Hullinger Productions Moves Washington, D. C., Studios

HULLINGER Productions Inc., Washington, D. C., tv and industrial film company, has moved its headquarters in the Nation's Capital to the Evening Star Television Center, 4461 Connecticut Ave. NW. The company formerly operated at studio space in the tv building of American University.

One of the first tv shows to be made in the new location will be *Mary Haworth's Mail*, a series starring Mary Haworth, syndicated columnist. Other series on the Hullinger production calendar are *What Do You Think?*, a panel show moderated by Frank Edwards on scientific subjects; *This Is Washington*, documentaries narrated by H. R. Baukhage,, and *Makers of Destiny*, depicting the activities of Washington's national and international celebrities.

UPA Opens Calif. Office To Film Tv Commercials

UNITED PICTURES OF AMERICA has established a West Coast tv commercial film department for the production of tv film cartoon spot announcements. The new department will be located temporarily at 3115 West Olive Ave., Burbank, Calif.

The majority of UPA's filmed commercials heretofore had been produced in New York, with occasional spots filmed at the Burbank headquarters. Under the new setup, commercials will be filmed at both locations.

MCA-TV Triples Budget For Advertising-Promotion

MCA-TV Film Syndication Div. will triple its advertising and promotion budget to more than $750,000 in 1956, it was announced last week by Frank McMahon, director of advertising and promotion.

Mr. McMahon claimed this figure represents "the largest advertising allocation of any film distributor." The budget, he said, will be used primarily for trade publication advertising and direct mail campaigns for MCA-TV's syndicated film series.

FILM SALES

Atlantic Television Corp., N. Y., has sold feature film, "39 Steps," co-starring Robert Donat and Madeleine Carroll, in 20 markets, with starting dates between now and early January.

Fremantle Overseas Radio & Tv Inc., N. Y., reports company's cartoon package sold in France, Luxembourg, Monaco and Switzerland, and *Armchair Adventure* series to Suedwestfunk in Baden-Baden for telecast over full German tv network.

MCA-TV Ltd., Beverly Hills, Calif., announces sale of *Waterfront* to Albers Div. (cereals, feeds, Friskies dog food), Carnation Co., L. A., through Erwin, Wasey & Co., N. Y., for showing in 16 western cities. Series of 30-minute films begins in early 1956 in eight California markets: San Francisco, San Diego, Sacramento, Fresno, Stockton, Salinas, Bakersfield and San Luis Obispo. Others are Seattle, Spokane and Yakima, all Wash.; Portland and Eugene, Ore.; Salt Lake City; Boise, Idaho, and Phoenix, Ariz. Star, Preston Foster, will make commercials for Albers and participate in promotion campaign. *Waterfront* is Roland Reed production.

Medallion Productions, Hollywood, has made new sales of "Paddy the Pelican" cartoons to: KFJZ-TV Fort Worth, Tex.; KUTV (TV) Salt Lake City; KTNT-TV Seattle-Tacoma, Wash.; KVAR (TV) Mesa-Phoenix, Ariz., and KBTV (TV) Denver.

Craftsman Films, N. Y., reports its *Greatest Fights of the Century* tv film series sold in 34 markets to date. Most recent sales have been to sponsors for telecasting on KEYD-TV Minneapolis, WNBK (TV) Cleveland and KMBC-TV Kansas City, Mo.

Richard H. Ullman Inc., Buffalo, N. Y., announces 100% increase in tv sales for past five months over first six months of 1955. Large share of credit is given *Watch the Birdie*, children's animated quiz show which has recently been sold to KTLA (TV) Los Angeles (Malt-O-Meal corn flakes), KSD-TV St. Louis (Sealtest dairy products), WTTV (TV) Bloomington-Indianapolis (Malt-O-Meal) and WTVJ (TV) Miami, Fla. (Seven-Up beverage).

Associated Artists Productions, N. Y., announces its "Movieland" group of 11 feature films has been sold in 63 markets, with latest sales to General Teleradio-owned WGTH-TV Hartford, Conn., and WEAT-TV West Palm Beach, Fla.

Ziv Television announces sale of programs in Spanish in several Latin American markets. Sponsors include General Motors Corp. for *Highway Patrol* on WAPA-TV San Juan, P. R., and for *Mr. District Attorney* in Caracas; Ron Petrero (rum), Mexico City, for a third-year cycle of *Favorite Story* in Mexico City, and Riggs-Miller Co. (appliance distributor), Bogota, Colombia, for *I Led Three Lives*, in Bogota.

RCA Recorded Program Services, N. Y., announces that sales of *The Little Match Girl*, half-hour tv film, have increased to 48, with latest purchase by Canadian Broadcasting Corp. for 20 stations. Based on Hans Christian Andersen Christmas classic, film also was distributed in 1953 and 1954.

FILM PRODUCTION

National Telefilm Assoc., N. Y., reports 26 additional half-hour films of *The Mad Whirl* roller derby series being produced in Hollywood will be made available to stations.

Joseph and Raymond Gislon of Swan Film Inc., Hollywood, have bought tv story "Tin Pan Sally" from songwriter Pony Sherrell for production of tv musical comedy series.

United Film & Recording Studios, Chicago, announces production on second series of 26 quarter-hour programs for *It's Baby Time*.

Yma Sumac, Peruvian singer, will produce and star in her own variety tv series, *Toast of the World*, to start filming in Hollywood first week in January. Show will feature worldwide talent, as discovered by star on her concert tours. Series is being packaged by William Morris Agency, N. Y., for U. S. and international distribution.

Kling Studios, Hollywood, is producing tv series about Disneyland for Carnation Co., L. A. Erwin, Wasey Co., L. A., is agency.

Screen Gems Inc., N. Y., announces production to begin shortly on two new half-hour tv film series *Emergency*, and *Mystery Theatre*.

Atlas Film Corp., Oak Park, Ill., reports tv film commercials in production for Kellogg Co. of Canada. Ed Morgan, Leo Burnett Co., Chicago, is handling the account. Commercials feature Franklin Ferguson and Franklin McCormick.

'Confidential' Demand

GUILD FILMS Co., New York, has received more than 250 requests from civic groups for private showings of *Confidential File*, according to Reub Kaufman, Guild Films president.

Requests for prints of the filmed series, which deals with pressing moral and social problems facing U. S. cities, have been so numerous that Guild Films is attempting to work out a system to provide the films to these civic groups in cooperation with sponsors and television stations. Among the groups which have asked for the films are the New York City Police Dept., various Better Business Bureaus, Columbia U., National Assn. for Mental Health, Parent-Teachers Assns., the U. S. Dept of Health, Education and Welfare, the Wichita, Kans., School Board and a Senate sub-committee investigating comic books.

Roland Reed-Gross-Krasne Productions, L. A., this month launched first jointly produced tv film series, *Test Pilot*, starring Preston Foster and K. T. Stevens, with Bobby Clarke in juvenile role. They will shoot 26 segments at California Studios, owned by Jack Gross and Philip Krasne, with location filming at L. A. Douglas Aircraft plant.

Family Films Television Inc., Hollywood, is filming tv series, *The Answer*, for Radio & Television Commission of Southern Baptist Convention.

Storyboard Inc., L. A., announces contracts totaling $100,000 with Calkins & Holden Inc., N. Y., for production of 18 tv spots, nine 20 second and nine one minute, for Stokely Van Camp account.

FILM DISTRIBUTION

Associated Artists Productions, N. Y., has acquired theatrical feature film, "The Emperor's Nightingale," for tv distribution. Based on Hans Christian Andersen tale, film is narrated by Boris Karloff.

Arrowhead Productions, Culver City, Calif., has set HarriScope Inc. for syndication of *So This Is Hollywood* series formerly seen Saturday nights on NBC-TV.

Ziv Television Programs Inc. has launched sales campaign for new syndicated tv film series, *Man Called X*, starring Barry Sullivan. Series, expected to start in some markets as early as January, is based on radio series of same title recounting adventures of an intelligence agent.

Association Films Inc., N. Y., is offering without charge to tv stations 14½ minute black-and-white film, *Helping The Taxpayer—What Happens When the Government Questions Your Tax Return*, for showing during income tax period, Jan. 1-April 15, 1956.

FILM RANDOM SHOTS

Atlas Film Corp., Oak Park, Ill., appointed to produce tv commercials for Motorola Inc., Chicago, through Leo Burnett Co., that city.

Modern Talking Picture Service, N. Y., announces new group of free films: "The Golden Leaf," 26-minute color film with narration, produced for American Tobacco Co.; "Soft as a Cloud," 23½ minutes, for Dow Chemical Co.; "Let's Roll with the Champions," 13½-minute bowling film, for Anheuser-Busch Inc.; "The Case of Officer Hallibrand," 27½ minutes,

FIRST IN AUDIENCE

IN METROPOLITAN SHREVEPORT*

19 OF THE TOP **20** SHOWS

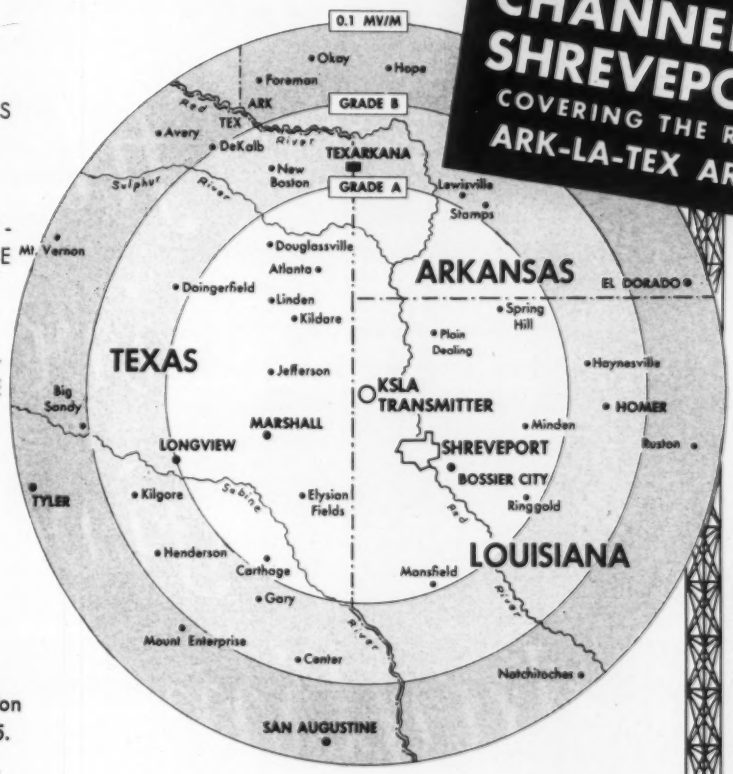
68% OF THE NIGHT-TIME AUDIENCE

61% OF THE DAY-TIME AUDIENCE

Leads in 150 out of 168 nighttime quarter hours.
Leads in 108 of 199 daytime quarter hours.

*Based on ARB Survey of television viewing — week of October 9-15.

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

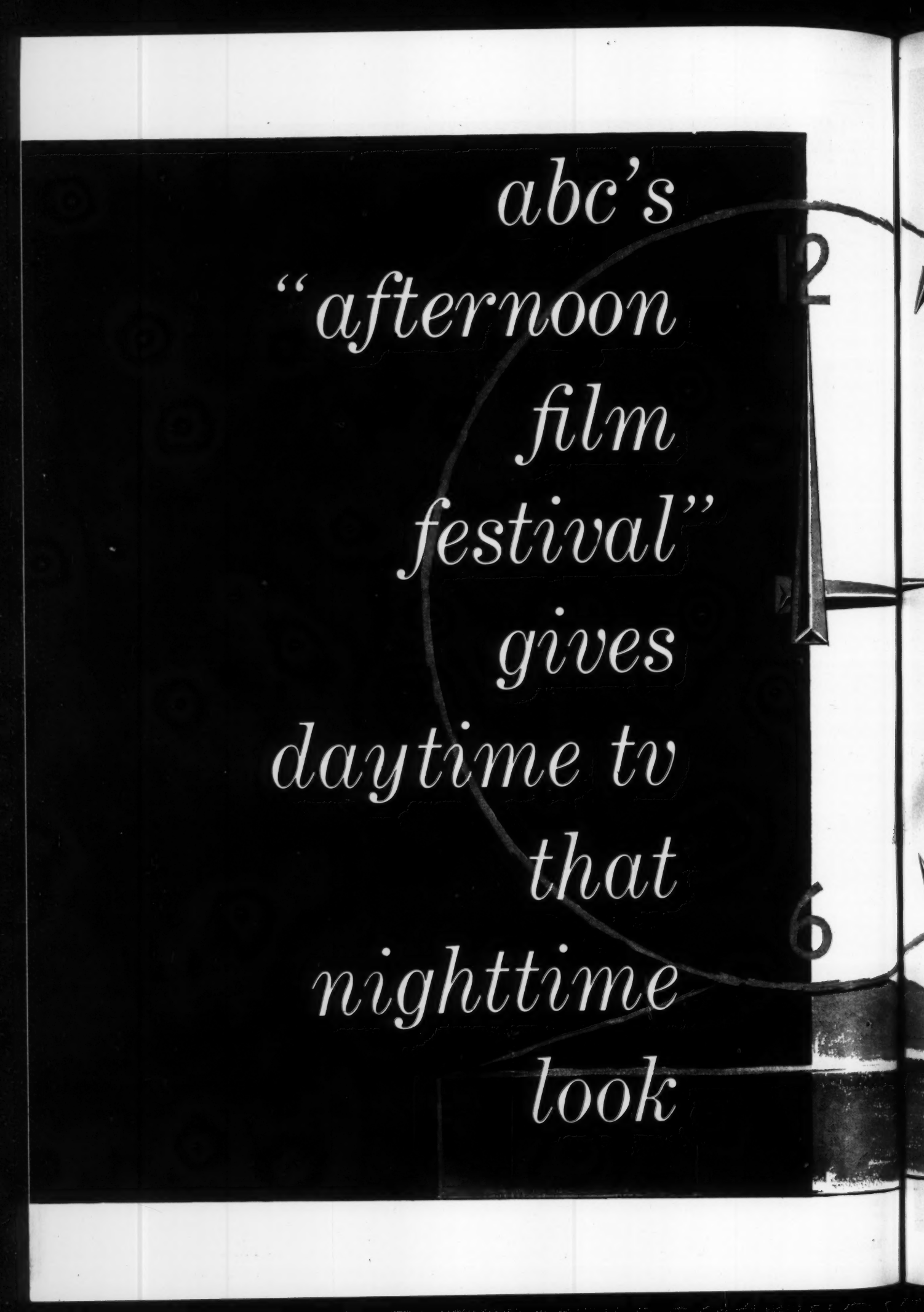
KSLA offers you audience leadership . . . full power coverage of over 155,000 sets . . . 23 months on-the-air experience . . . AND THE LOWEST TV COST IN SHREVEPORT. *Present low rates stay in effect through June of next year for advertisers established by the end of this year!* In this important Southern market this is your BEST POSSIBLE TV BUY. See your Raymer man right away.

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC


abc's
"afternoon
film
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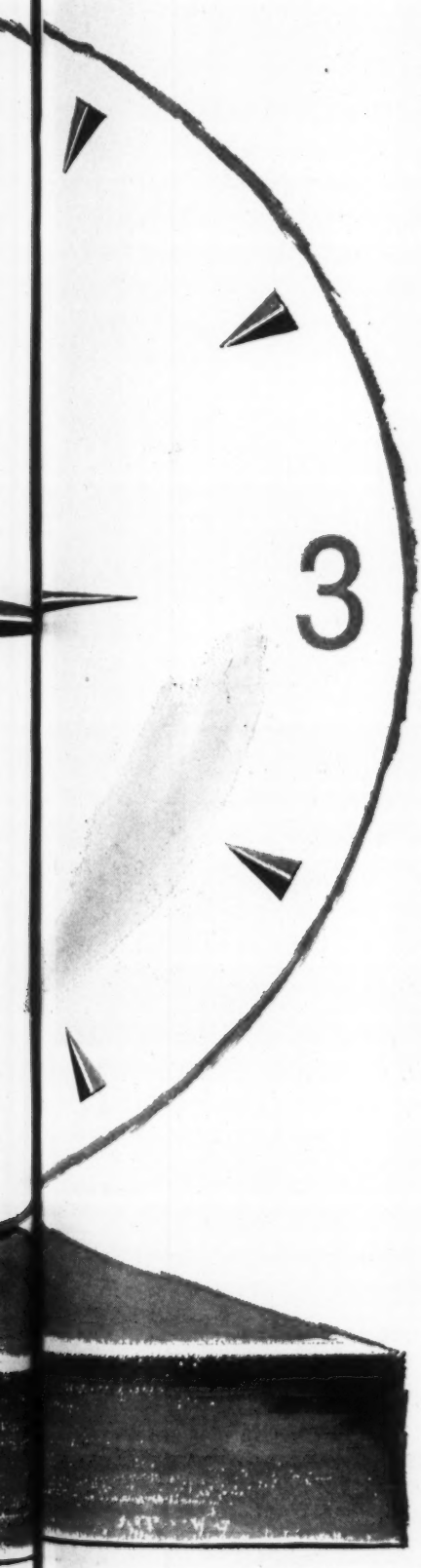
gives
daytime tv
that
nighttime
look

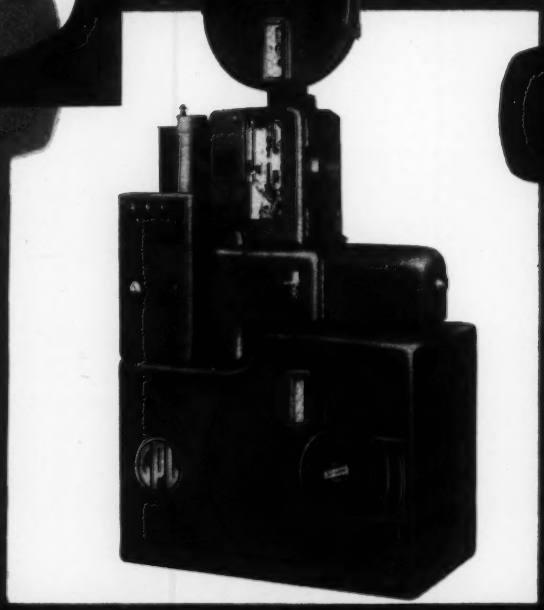


Here is the first of ABC-TV's major efforts for 1956. Starting January 16, ABC-TV is giving afternoon television the big, night-time look. Every weekday (3 to 5 PM EST) *Afternoon Film Festival* will present a different, topflight J. Arthur Rank movie. These will be modern films of the type that is doing so well on ABC-TV Sunday nights. This means you can sponsor outstanding, pre-tested TV entertainment (i.e. The Cruel Sea, The Captive Heart, Always a Bride) at a new, low, daytime price. The buying plan is flexible, designed for large and small advertisers. The ratings should give one of the lowest costs-per-thousand in daytime television. Personable Allyn Edwards as master of ceremonies will be available to deliver your sales message. In all aspects ABC-TV's *Afternoon Film Festival* should be one of television's best buys.

abc television network

7 West 66th St., New York 23, New York, *Susquehanna 7-5000*
20 North Wacker Drive, Chicago, Illinois, *Andover 3-0800*
277 Golden Gate, San Francisco, *Underhill 3-0077*

for THE BEST IN COLOR



the GPL 35mm. telecast projector

The new model GPL 35 mm. telecast projector will enable your station to broadcast the finest in color television.

This GPL projector utilizes the famed SIMPLEX XL projector mechanism and sound head—the standard of the motion picture industry and the product of International Projector Corporation, an affiliated GPE Company. In adapting the Simplex equipment to television, GPL engineering skill has produced the leader in the 35 mm. field Here are some features:

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics provide image of 5-9/16" diagonal at a distance of 37¾" from film gate
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specification with 150- and 600-ohm output available
- Permits still-frame operation
- Designed for use with 3-vidicon color or black and white film chains

Write, wire or phone for detailed information.

for Ohio Oil Co., and "Yours To Keep," 27 minutes, for U. S. Savings and Loan League.

Spotlite News, L. A. newsreel firm, is distributing 1956 *Southland Newsfilm Directory,* which contains listing of newsreels, tv stations and news directors in southern California. Public relations and publicity people can get free copy from Spotlite News at 607 N. LaBrea Ave., L. A.

Cellomatic Corp., N. Y., producer of live animation technique for presentations and television, has established subsidiary to handle film productions created off Cellomatic projector. Subsidiary company, Cellomatic For Films, will be headed by **Paul F. Adler,** who continues association with Affiliated Program Service Inc., New York, which he has directed for six years.

Rev. Patrick Peyton, originator and coordinator of *Family Theatre* program over Mutual, was guest of honor at testimonial luncheon in New York, prior to leaving for Spain where he will produce a series of half-hour films, centering around "the miracles of the Rosary," for both tv and theatrical release.

Blondeau International Television, N. Y., has been established at 520 Fifth Ave. by **Jean Paul Blondeau,** French radio-tv packager, for dubbing kinescopes of U. S. programs into French, Italian and Spanish. **Ted Hudes** has been engaged as publicity-promotion representative of new company.

Screencraft Enterprises, L. A. production firm, has opened new office in Portland, Ore., in Corbett Bldg. **Bob Ernst** heads Portland operation.

Lou Edelman and **Robert Sisk** announce change of corporate name of their company from 616 Co. to Wyatt Earp Enterprises Inc. Company serves as production unit for their ABC-TV *Life and Legend of Wyatt Earp* series.

FILM PEOPLE

George J. DeMartini general partner of Cohen, Simonson & Co., N. Y. brokerage firm, elected to board of directors of Guild Films Co. Inc., N. Y.

Jack McGuire, head of his own publicity and public relations firm, appointed associate producer for Gaelic Productions, Chicago radio-tv production firm, effective Jan. 3. He also will handle public relations.

A. Robert Bonagura, NBC network sales department, named account executive in N. Y. office of CBS-TV Film Sales, replacing **Gil Johnston,** appointed sales manager of KWK-TV St. Louis.

Lee Polk, tv writer-director, appointed program director of Sandy Howard Productions, N. Y.

Douglas Whitney, staff producer, CBS-TV, to RKO Radio Pictures Inc., Hollywood, as executive in charge of RKO casting and talent department.

Gustave W. Eisenmann, former director and production manager, Princeton Film Center Inc., Princeton, N. J., film distributors, to Robert J. Enders Adv. Inc., Washington, D. C., as general manager of motion picture division.

George Bruce, writer, signed to script new pilot for *Alarm,* Roland Reed Productions, Culver City, Calif., planned series about professional fire fighters.

Wynn Nathan, vice president in charge of sales, MCA-TV Ltd., Film Syndication Division, Beverly Hills, Calif., father of girl, Jody, Dec. 8.

You need only buy WFBG-TV to cover all of central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-

Basic CBS affiliate with ABC, NBC Network Coverage

populated areas between Pittsburgh and Harrisburg. In addition to the 537,452 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.*

WFBG-TV

Altoona, Pa.

BASIC CBS *NETWORK*

also ABC, NBC affiliate

Represented exclusively by H-R Television, Inc.

*Videodex January 15, 1955 Gives WFBG-TV 11.6% in Pittsburgh, or more than 130,000 homes.

Everybody talks about the weather in Flint . . . especially after Roy Nester's 7:55 AM and 4:40 PM special 5-minute weather show. Roy, with thorough U. S. Navy training, not only gives current conditions and forecasts, but supplies extensive background information on local activity. Dew point . . . frontal passage . . . relative humidity . . . are all everyday conversational items with Roy's

weather works wonders

loyal and steady band of listeners. As you might expect, "Today's Weather" gets results . . . in any weather. That's why your Katz Agency man can show you a distinguished sponsor list dating back to 1947. Right now there's room for you on the list in just a few places. You can call Katz for exact times.

flint, michigan **wfdf**

nbc affiliate

Represented nationally by the

Katz Agency

Associated with WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

TRADE ASSNS.

SPORTS UNIT RAPS NCAA TV POLICIES

Review of situation by NARTB Committee at New York meeting reveals signs of unrest among many colleges. Problem referred to Freedom of Information Committee.

NARTB's Sports Committee last week reaffirmed its stand for radio-tv's equal access to sports coverage, and at the same time referred the problem to the NARTB Freedom of Information Committee. George J. Higgins, KMBC-AM-TV Kansas City, presided at the meeting, held Tuesday in New York.

The Freedom of Information Committee is the watchdog group that has been spearheading the broadcast media's campaign for equality with other practitioners in access to coverage of legal and similar public proceedings.

One factor in the stand was a U. of Missouri demand that a network pay $500 for rights to make films for an insert—amounting to less than two minutes—in a tv network newscast [CLOSED CIRCUIT, Nov. 21]. Another was a review of the workings of the National Collegiate Athletic Assn.'s controlled television situation. The committee concluded that the NCAA plan works against the public interest by depriving viewers of football telecasts they would like to see.

The Freedom of Information Committee is expected to reaffirm that the NARTB board should take a strong stand—conceivably, a legal one—in opposing the NCAA plan. NCAA meets Jan. 8 in Los Angeles, and it was hoped NARTB would be allowed to have an observer on hand. Even within the NCAA there has been unrest regarding the controlled telecast situation. Mainly this has come—publicly—from the Big Ten and the Pacific Coast conferences and from a scattering of individual NCAA members, such as Notre Dame U. In addition, it was reported, some of the smaller schools—schools whom the NCAA plan supposedly was designed to "protect"—have now indicated privately dissatisfaction with the plan.

States Tender Reports

The Sports Committee also heard reports on activities of state associations in establishing sports committees of their own to work with the national committee and handle various local sports situations. There are now 31 such local state sports committees, it was pointed out. Aside from collegiate football, the committee reviewed—but took no position on—developments in such other sports as professional football, baseball, and boxing.

Members of the committee were asked to contribute "do's" and "don'ts" for guidance of sportscasters. Mr. Higgins has compiled such a list [B•T, May 31, 1954].

Present beside Mr. Higgins were: Fred Knorr, WKMH Dearborn, Mich.; Alois A. Schmidt, WFCB Dunkirk, N. Y.; Don Searle, Farm & Home Radio Co., Los Angeles; A. E. Spokes, WJOY, Burlington, Vt.; Gene Trace, WBBW Youngstown, Ohio; Kenneth L. Carter, WAAM (TV) Baltimore; Albert D. Johnson, KENS-TV, San Antonio; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va. Network observers attending were Tom Velotta, ABC; Elmer Lower and William McPhail, CBS; John Burnett, MBS, and Lindsay Nelson, NBC, all New York.

Members excused were Robert O. Reynolds,

We're building more homes in growing San Diego!

San Diego is now the Nation's 15th Market
in the sale of Lumber and Building Materials.
(Sales Management, Survey of Buying Power, 1955)

Bigger than – Buffalo, New York; Kansas City, Missouri;
Miami, Florida or Dallas, Texas.

There are more people, BUILDING MORE,
making more, spending more,
and watching Channel 8 more than ever before!

KFMB TV

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

SUNDAYS, MONDAYS and ALL WAYS

WOLF

has a lion's share of audience

SUNDAYS (daytime)	32.6%	1st PLACE
MONDAY thru SATURDAY	WOLF Share of Audience	
Mornings 8 A.M.-12 Noon	16.9%	2nd PLACE
Afternoons 12 Noon-6 P.M.	33.3%	1st PLACE
Evenings 6 P.M.-10:30 P.M.	29.7%	1st PLACE

everywhere you go . . .

MONDAY thru FRIDAY 9 A.M. to 5 P.M.

Barber Shops	50% (tie)	1st PLACE
Beauty Shops	31%	1st PLACE
Cleaners	23.1%	2nd PLACE
Dentists	24.6%	1st PLACE
Drug Stores	36.4%	1st PLACE
Grocery Stores	47.3%	1st PLACE
Service Stations	51%	1st PLACE

RATING for RATING

RATE for RATE

in CENTRAL NEW YORK it's

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours, also new (October 1955) Business Establishments Survey. Included are the basic market facts on pupulation, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of The Syracuse Inside Story.

WOLF

SYRACUSE, N. Y.

National Sales Representatives

THE WALKER COMPANY

KMPC Los Angeles, and Robert R. Tincher, KVTV Sioux City, Iowa.

Those attending from NARTB were President Harold E. Fellows; John F. Meagher, vice president for radio; Thad H. Brown Jr., vice president for television; Richard M. Allerton, manager of research; Robert L. Heald, chief attorney; Robert K. Richards, consultant; Joseph M. Sitrick, manager of publicity and informational services, and Howard H. Bell, assistant to the president.

Radio Adv. Bureau Announces Committee Membership for '56

COMMITTEE memberships of the Radio Advertising Bureau for 1956 was announced in New York Wednesday by Joseph E. Baudino, of Westinghouse Broadcasting Corp., who is RAB board chairman.

Kenyon Brown, KWFT Wichita Falls, once again is chairman of the executive committee which includes Charles T. Ayres, NBC Radio, New York; Charles C. Caley, WMBD Peoria; Arthur Hull Hayes, CBS Radio, New York; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston, and Allen M. Woodall, WDAK Columbus, Ga.

RAB's finance committee will have John S. Hayes, WTOP Washington, as its chairman again with the following members: Don Durgin, ABC Radio, New York; Simon Goldman, WJTN Jamestown, N. Y.; C. Howard Lane, KOIN Portland, Ore.; Robert Schmid, MBS, New York; Donald W. Thornburgh, WCAU Philadelphia, and Lee Wailes, Storer Broadcasting Co.

Serving for the first year as chairman of the membership committee is John C. Cohan, KSBW Salinas, Calif. Other members: Frank P. Fogarty, WOW Omaha; James H. Moore, WSLS Roanoke; Al Spokes, WJOY Burlington, Vt., and Joseph J. Weed, Weed & Co., New York.

The by-laws committee has Elroy McCaw, WINS New York, as its chairman, and is comprised of Jack W. Harris, KPRC Houston and Robert T. Mason, WMRN Marion, Ohio.

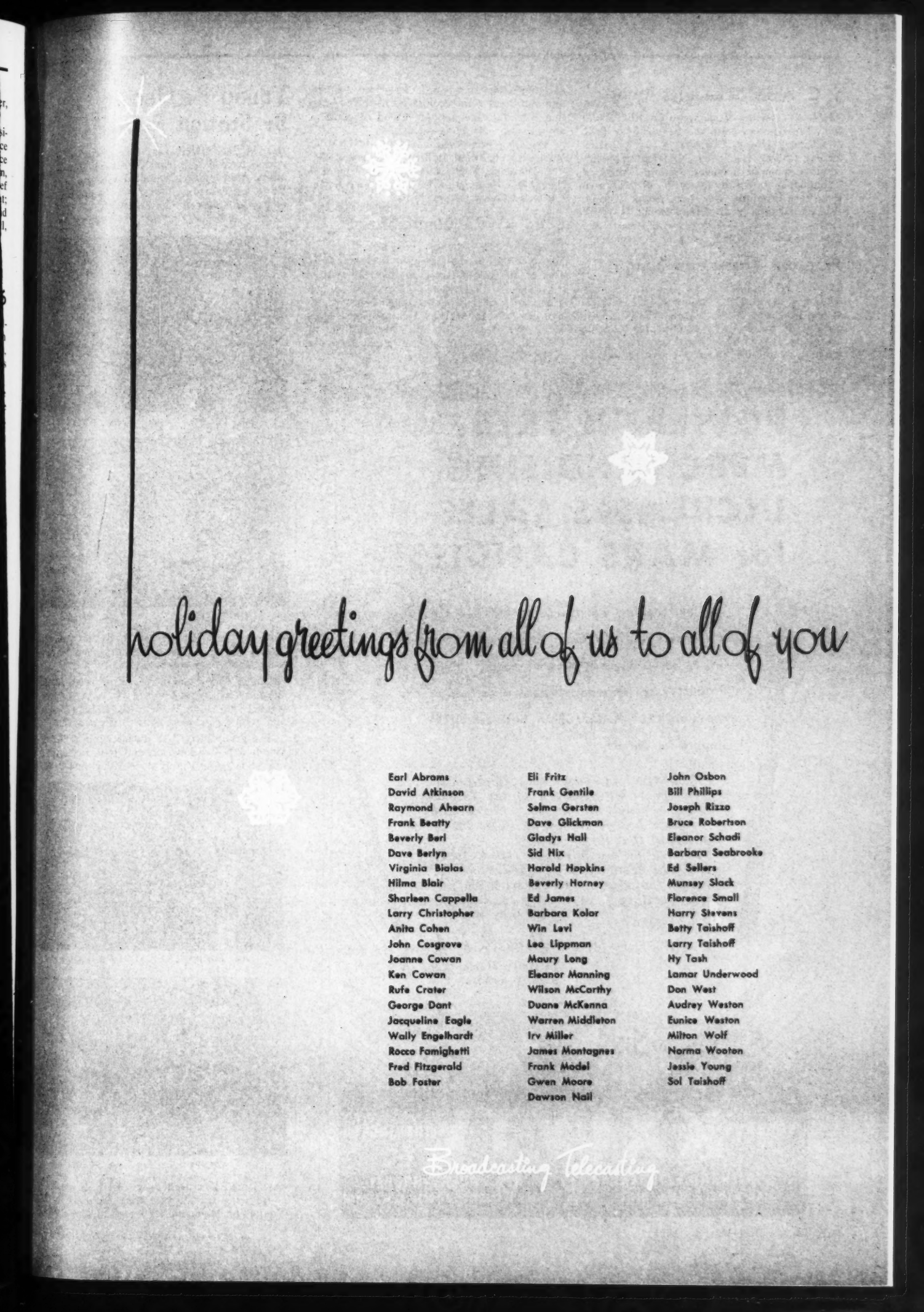
2,400 Attendance Reported For Radio Adv. Bureau Series

MORE than 2,400 radio station executives attended the fall series of Radio Advertising Bureau clinics held over the past three months, Kevin Sweeney, RAB president, has reported.

The 1955 clinics, which ended on Dec. 2 with a meeting for New York area sales and management personnel, was the sixth such series of selling sessions that RAB has held for members across the country since its incorporation six years ago. The sessions were conducted by either Mr. Sweeney; R. David Kimble, director of local sales and services; Arch L. Madsen, director of station relations, or James F. Baker, Jr., assistant director of local sales and services.

The series' program this fall was based upon the concept of "Sound Selling in Selling Sound," with sales presentations and case history compilations presented by means of sound. Mr. Sweeney reported that thus far more than 2,100 orders for the sales tools presented in the program have been filled for member stations by RAB headquarters.

Mr. Sweeney added that plans are under way for the winter-spring 1956 series of 55 sales clinics, as well as for the 45-meeting series for the fall of next year.


holiday greetings from all of us to all of you
Earl Abrams
David Atkinson
Raymond Ahearn
Frank Beatty
Beverly Berl
Dave Berlyn
Virginia Bialas
Hilma Blair
Sharleen Cappella
Larry Christopher
Anita Cohen
John Cosgrove
Joanne Cowan
Ken Cowan
Rufe Crater
George Dant
Jacqueline Eagle
Wally Engelhardt
Rocco Famighetti
Fred Fitzgerald
Bob Foster
Eli Fritz
Frank Gentile
Selma Gersten
Dave Glickman
Gladys Hall
Sid Hix
Harold Hopkins
Beverly Horney
Ed James
Barbara Kolar
Win Levi
Leo Lippman
Maury Long
Eleanor Manning
Wilson McCarthy
Duane McKenna
Warren Middleton
Irv Miller
James Montagnes
Frank Model
Gwen Moore
Dawson Nail
John Osbon
Bill Phillips
Joseph Rizzo
Bruce Robertson
Eleanor Schadi
Barbara Seabrooke
Ed Sellers
Munsey Slack
Florence Small
Harry Stevens
Betty Taishoff
Larry Taishoff
Hy Tash
Lamar Underwood
Don West
Audrey Weston
Eunice Weston
Milton Wolf
Norma Wooten
Jessie Young
Sol Taishoff
Broadcasting Telecasting

S. C. Assn. Schedules Meet

ANNUAL meeting of the South Carolina Radio & Tv Broadcasters Assn. will be held Jan. 19-21 at Clemson House, Clemson, S. C. Speakers include Charles H. Tower, NARTB employer-employe relations manager; Jerome Feniger of Cunningham & Walsh; James W. Blackburn of Blackburn-Hamilton Co., and Frank Hardin, WIST Charlotte, N. C. Cletus Brazzell, WELP Easley, is meeting chairman, with James Coggins, WKDK Newberry, program chairman.

Program Protection Sought

COMMUNITY antenna system operators must recognize the property rights of broadcasters whose programs these systems utilize, in the opinion of the NARTB Community Antenna Committee. At its Dec. 7 meeting in Washington the committee, under directive of the association's television board, considered the problem and decided to recommend to the tv board that NARTB take part (as friend of court) in any litigation involving such rights.

Attending were William Fay, WHAM-TV Rochester, chairman; William C. Grove, KFBC-TV Cheyenne, Wyo.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Thomas Fisher, CBS, and Harry Olsson, NBC.

Ohio AWRT Elects Shea

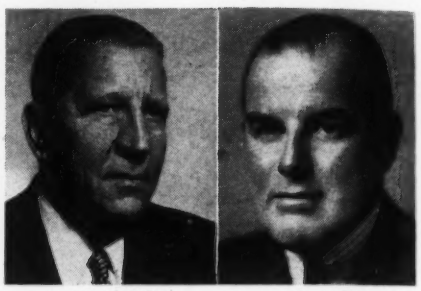
JEANNE SHEA, hostess of *Kitchen Fair* on WBNS-TV Columbus, Ohio, was elected president of the Ohio Chapter of American Women in Radio & Television at a meeting of the group in Columbus. Others named were Cathy Donges, WTAG Ashland, vice president; Mary Holt, WJMO, WJW, and WNBK(TV), all Cleveland, secretary, and Virginia Patterson, WHIO-TV, Dayton, treasurer.

Young Re-Elected By Station Reps

ADAM J. YOUNG Jr. was re-elected to a second term as president of Station Representatives Assn. at SRA's annual meeting in New York last Thursday. Mr. Young is president of Adam J. Young Jr. Inc.

Other officers elected: H. Preston Peters, Free & Peters, vice president; Robert Meeker, Robert Meeker Assoc., secretary, and Eugene Katz, Katz Agency, treasurer.

MR. YOUNG MR. PETERS



MR. BLAIR MR. WEED

Named to the board of directors were Joseph Weed, Weed & Co.; Lewis H. Avery, Avery-Knodel Inc.; John P. Blair, John Blair & Co., and John E. Pearson, John E. Pearson Co.

The group elected to membership in the association H-R Television and H-R Representatives, headed by Frank M. Headley, and Broadcast Time Sales, headed by Carl L. Schuele.

MR. AVERY MR. KATZ

MR. MEEKER MR. PEARSON

Acivities for the year were reported by Mr. Young and Managing Director Lawrence Webb.

POWERFUL FREE MERCHANDISING INCREASES SALES for MARS CANDIES!

Two outstanding merchandising aids are open to advertisers on KXLY-TV. "Telemarket" gives over one hundred displays in retail stores. "Parade of Products" provides one full week of saturation with spots on KXLY Radio (CBS). Both are FREE! Inquire for details.

"Telemarket has been very effective in promoting our products in the Inland Empire Food Stores, and Parade of Products has given us that extra bit of publicity that always helps.
"You will be happy to know that October 1955 has been the largest dollar volume month that my company has ever had in this territory."

Very truly yours,
Harry R. Poole
Territory Manager
Mars Incorporated

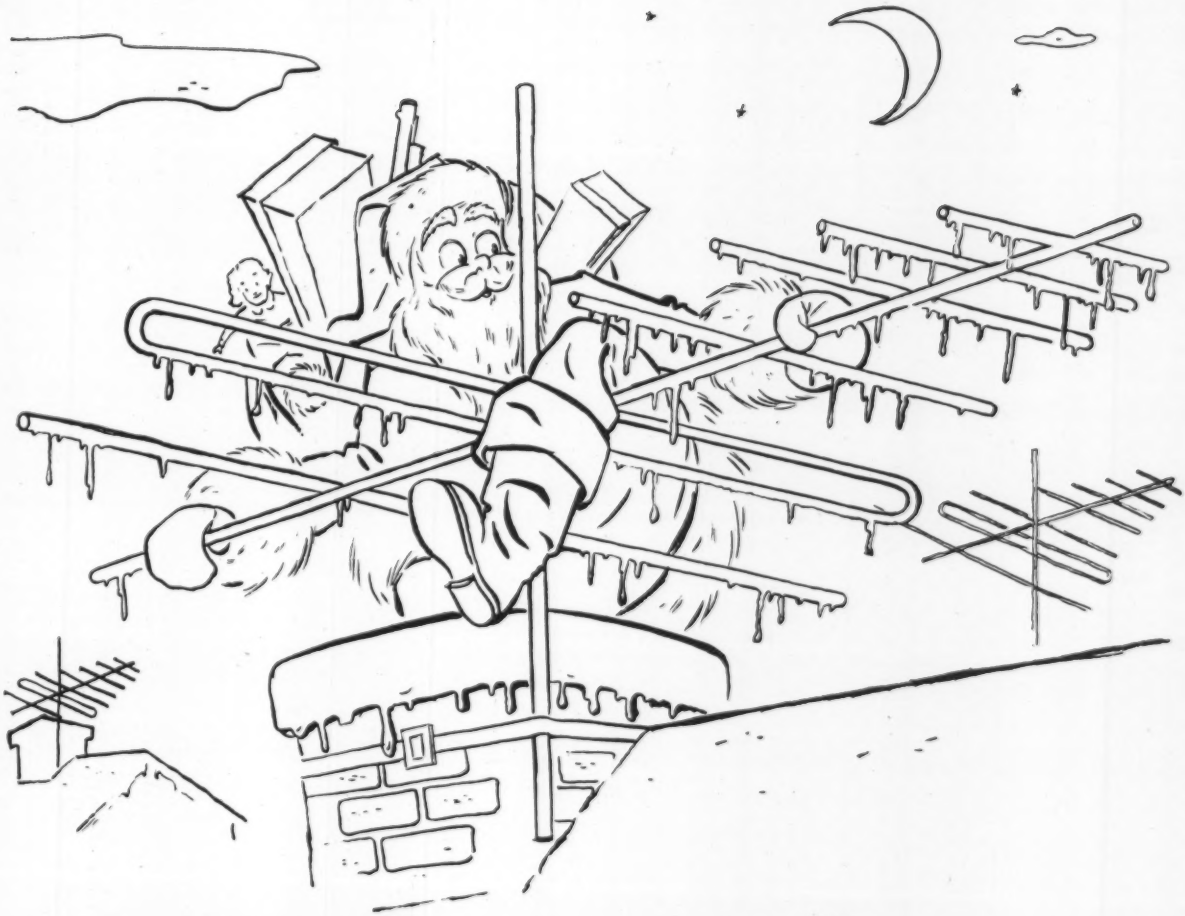
Available at a discount when purchased in conjunction with the "XL" Network.

•CBS•

SPOKANE **KXLY-TV** WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland



looking for coverage ?...

look to wfmy-tv!

It's a Merry Christmas and happy jingle bells for every cash register in the Prosperous Piedmont section of North Carolina and southwest Virginia — especially for those distributors that look to WFMY-TV.

Thanks to WFMY-TV's coverage of the Prosperous Piedmont every day is Christmas in the 46 county area of the industrial South. With full 100,000 watts of power plus *basic* CBS coverage of more than 2 million potential customers, you get Christmas-like sales and profits year-round.

To hear your cash register jingle year-round in this $2.3 billion market, call your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Now In Our Seventh Year

OVER 200 UHF-VHF PRESCRIPTIONS — (Continued from page 28)

freeze vhfs and "some" pre-freeze vhfs would "immediately qualify" for pay tv. In addition, pending applications would add 62 new stations, giving them incentive to begin construction. Zenith said FCC records show stations receiving less than 7½ hours weekly of CBS or NBC paid programming "comprise most" of those in financial distress, and Zenith suggests use of this standard to determine financial need.

Zenith would hold pay tv time to 15% of a station's total annual time and prohibit commercials during a pay tv program.

The two-year monopoly would give those stations now facing a financial crisis the immediate benefits of pay tv revenue and would not have any "disruptive effect" on network affiliates in the "network must markets," Zenith said.

Zenith said the "principal cause of the current crisis lies in the accidental and unnatural limitation" of broadcasting to advertising, making the industry "unique" among all other American industries, including other communications media, in that it does not make a charge to consumers.

Skiatron, in asking for a pay tv system, also advocated a "head start" for the first pay tv stations—three years. The company asked the FCC to "press forward" with its year-old rule-making proceeding on pay tv "so pregnant with answers to the basic economic questions posed in this proceeding."

Skiatron said the only revenue now derivable from the present tv broadcasting system "forces the majority of programs to a level dictated by the requirements of mass advertising," whereas programming "for selective audiences could become profitable under a system of direct payment."

Comments were filed by five educational tv groups, headed by the Joint Committee on Educational Tv. In general, they objected to changes in the present allocations plan which would affect reserved educational channels.

JCET questioned whether addition of new vhf channels would be sufficient to support a nationwide tv system, especially if uhf were watered down or discarded, and whether reduction of separations between vhf stations might not injure the present vhf service, especially in rural areas.

JCET asserted its belief that both uhf and vhf are necessary for a nationwide tv service, and said the question is not whether uhf can be maintained, but "how it can be preserved and stimulated."

The educational tv organization said the FCC's notice of proposed rule-making states that some of the proposals "envisage fundamental departures from the present system," but "do not challenge the Commission's basic objectives." JCET said it feels some of the proposals definitely do affect the FCC's basic objectives, among them provisions for educational tv.

Oppose Giving Up Service

Three associations representing special radio services licensees in the 152-162 m.c. bands submitted comments objecting to any move to turn over these frequencies to television. They cited impracticabilities in moving to other frequencies as well as expenses in buying new equipment. They are: Industrial Radio Service Assn., claiming 400 licensees; American Petroleum Institute's Central Committee on Radio Facilities, claiming 6,378 units owned by licensees, and National Committee for Utilities Radio, claiming the largest number of licensees in industrial radio.

Frieda B. Hennock, ex-FCC member, said alternatives before the Commission are a nationwide competitive system with at least 2,000 stations, capable of expansion; or, "a monopoly of scarcity of tv spectrum space, which will limit the number of stations, program sources and advertising potential of the public's airwaves.

Fearing the "death-knell" of uhf, which represents 85% of all tv, she urged preservation of the Sixth Report and Order, plus an amendment to eliminate intermixed vhf and uhf channels in the same areas as completely as possible.

WRTV (TV) Asbury Park, N. J., which discontinued operation on ch. 58 in August because of vhf competition, renewed its request that Commission rules and standards be relaxed to permit low power community vhf stations.

Suspended ch. 39 KNUZ-TV Houston, Tex., which said it was forced off the air by competition from three v's, said that no overall rule was possible which would solve the individual problems of U. S. communities. It recommended the establishment of low-power vhf stations on chs. 2-13 to permit as many v assignments as possible, and said it would apply for

COVERS KANSAS LIKE A "CHRISTMAS WREATH"

WICHITA WINDY

wants to thank you for your confidence in him during the past year. You'll hear more from him in 56!

Wichita Plus 14 Other Important Kansas Communities

Repeated surveys show Wichita Windy has the MOST Kansas towns and communities on his Christmas list – and on his viewing list all year. More accounts depend on KTVH's Windy because he gets into Wichita and 14 other important communities with unduplicated CBS coverage...puts profits into the toe of your sock at Christmas and all year 'round.

KTVH HUTCHINSON KANSAS

VHF 240,000 WATTS

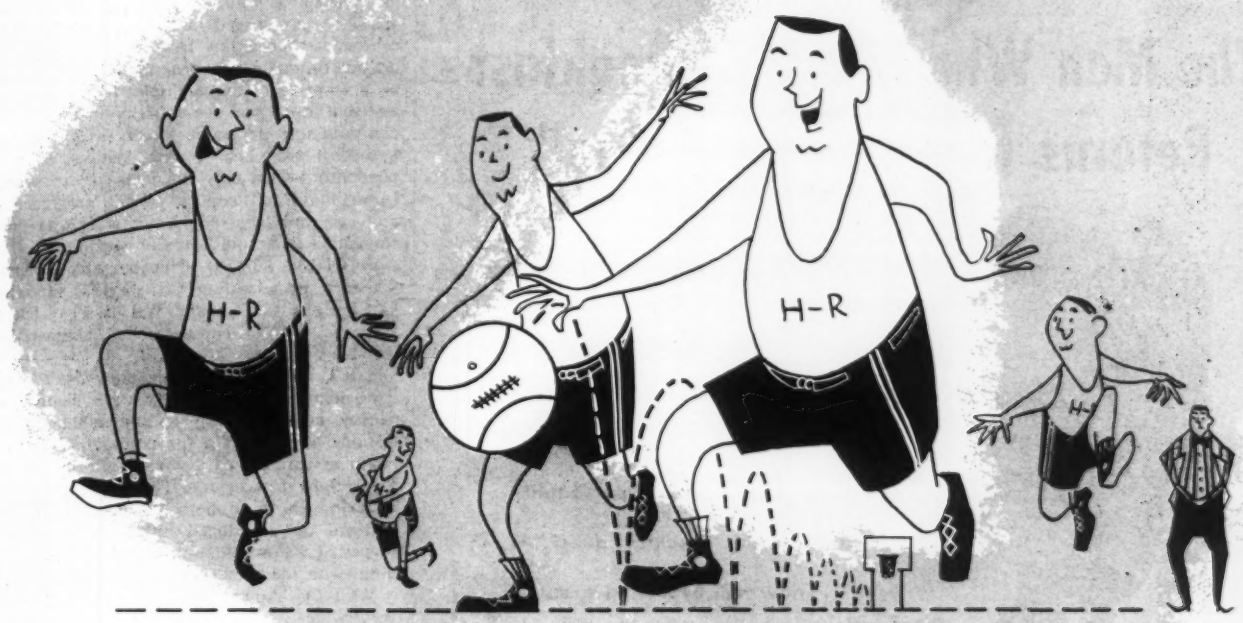
CBS BASIC

CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*.

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION INC.
TELEVISION
REPRESENTATIVES, INC.

We have made it a point at H-R to maintain a staff that has "plenty on the ball". Plenty of experience and background and "know-how" in the field of radio and television. The original working partners who started this firm, were all mature and experienced men who knew the problems and needs of buyers of time and station operators. As we have grown, our staff has been carefully selected with these things in mind. We believe that those we serve are entitled to receive the very best in presentation and representation. To make sure of this "We always send a man to do a man's job".

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

such a channel were it made available in Houston.

United Broadcasting Co. (WOOK Washington, D. C.), which holds construction permits for WOOK-TV that city (ch. 14), and WTLF (TV) Baltimore (ch. 18), asked that the FCC add vhf channels in both cities for which United would apply. The firm said it is "aware that a possible result of the instant proceeding might be the entire abandonment of operation in the uhf band."

KLIF-TV Dallas, which holds a construction permit for ch. 29, said it will be in competition with four vhf stations in the Dallas-Fort Worth area, and said it has made a vigorous effort to locate a transmitter site that will help it compete with the four vhfs. KLIF-TV recommended that the FCC add another vhf channel at Dallas for which it would apply. The station also asked that the FCC establish low power vhf.

Cornell U., ch. 20 permittee at Ithaca, N. Y., said it anticipates economic difficulties in its proposed commercial operation. It urged that in areas such as Ithaca present mileage separation requirements and requirements with respect to antenna heights and powers be relaxed to drop in a vhf channel. Cornell would apply for such a vhf, it added.

Lee Scarborough, permittee of an fm station at Nacogdoches, Tex., and radio-tv set retailer there, proposed that the FCC adopt a policy of allocating more vhf channels in predominantly vhf areas (such as Nacogdoches) when they will not adversely affect operating uhf stations or interfere with other uhf stations, and adopt amended rules permitting the operation of vhf stations at less than the present minimum mileage separation, also permitting the use of directional antennas and cross polarization. He also asked that uhf be protected in areas where it is now succeeding by reallocating vhf channels from successful uhf markets to vhf areas.

WTVK (TV) (ch. 26) Knoxville, Tenn., asked that the Commission "make such changes in its rules and regulations as will permit the assignment to WTVK at Knoxville of a third comparable and competitive vhf facility," suggesting that ch. 7 be moved to Knoxville from Spartanburg, S. C.

WSM-TV (ch. 4) Nashville, Tenn., urged retention of the current tv assignment plan, except that the FCC authorize low power booster stations to operate on vhf as well as uhf frequencies and booster and translator stations to use vertical as well as horizontal polarization. WSM-TV also urged that these stations, which rebroadcast programs from other stations but do not originate any programs locally, should be exempt from the multiple ownership rules, and that low power remodulator stations, which can originate programs locally as well as rebroadcast programs of other stations, be independently owned only when the licensee is able to maintain full control of his programming and can meet the requirements of Rule 3.651 respecting minimum hours of operation.

WGN-TV (ch. 9) Chicago and Jefferson Standard Broadcasting Co. (WBTV [TV] [ch. 3] Charlotte, N. C., and WBTW [TV] [ch. 8] Florence, S. C.) endorsed the comments of WSM-TV.

WICC-TV (ch. 43) Bridgeport, Conn., noted that many good vhf signals are heard from nearby cities, making it impossible for uhf stations to survive in the community. It proposed assignment of a vhf channel at reduced separations if necessary. This might be done by assigning ch. 6 to both Bridgeport and New Bedford on a reduced mileage basis, it was suggested. Consolidation of the 5,000 kw proposal with the present case was urged.

WOI-TV Ames, Iowa, commercial ch. 5 station licensed to Iowa State College there, noted it provides "a substantial educational television service" to more than 30 counties in central Iowa. The station said it would oppose any minimum separation, directional antenna or other changes in the allocation plan which would interfere with WOI-TV's present service.

KAKE-TV Wichita, Kan. (ch. 10), was another which opposed any alteration of existing service. It added the suggestion that FCC include in its deliberations the question of network affiliations, pointing out that Wichita tvs have been denied CBS affiliation because a Hutchinson, Kan., station [KTVH (TV)], 38 miles away, holds itself out as serving Wichita.

At Paducah, Ky., Columbia Amusement Co., which has been favored in an initial decision for ch. 6 there after a comparative hearing, said the firm wants to enter any tv allocation proceedings which might interfere with ch. 6 service there, reduce present minimum separations or interfere in any other way.

WSAZ-TV Huntington, W. Va. (ch. 3), opposed any changes which would degrade present service, maintaining that something must be done to provide additional service throughout the U. S. but not at the expense of those stations on the air. In main, WSAZ-TV's comment dealt with a renewed appeal that it be granted maximum 100 kw power from its 1,250 ft. tower. It is now denied that power by the Zone I ruling that calls for proportionate reductions in power when the tower is higher than 1,000 ft. above average terrain.

Peninsula Broadcasting Corp. (uhf. ch. 15

The Man Who Came to Breakfast Returns for "Afternoon Tea!"

ED MEATH

whose tremendous popularity on WHEC's early-morning "Musical Clock" has made him Rochester's foremost radio personality and favorite "breakfast guest," is now fast becoming a smash success, afternoons, on

"OPEN HOUSE"
4:40-6:00 P.M.

Thanks to a recent re-alignment of our afternoon program schedule, we've really got a many-splendoured thing for listeners *and buyers* from 3:00 to 6:00 P.M.:—Art Linkletter and "House Party"; Bob Tennant and "Tune Test"; the "Eddie Cantor Show"; and Ed Meath and "Open House"!—Yes, the sun shines bright on WHEC in the afternoon, and if you'd like to bask in its golden (and we do mean *golden!*) glow, contact us for rates and availabilities! Do it NOW!

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago. LEE F. O'CONNELL CO. Los Angeles, San Francisco

People on the Pacific Coast say...

"Don Lee is 'Our' Station"

from a survey by Dr. Ernest Dichter

When Dr. Ernest Dichter, of the Institute for Motivational Research, surveyed Pacific Coast network radio he asked listeners which network most nearly typified the West. Results of the survey showed that listeners strongly favor Don Lee.

Don Lee is Pacific Coast Radio

EXCERPT FROM THE DICHTER SURVEY: **"85% of our respondents consider Don Lee typical of western living... far more typical than any other network.**

70% of the respondents say, 'Don Lee is our station.'"

For a viewing of the film strip, "The Depth of Penetration of an Advertising Medium," illustrating Dr. Dichter's survey, write to H-R Representatives, Inc., or to the Don Lee Broadcasting System, 1313 North Vine Street, Hollywood 28, California.

Mutual DON LEE RADIO

WVEC-TV Hampton, Va.) opposed the allocation of additional vhf channels to its area (where two u's and one v now are operating and another v is in contest). It says the Commission will be adding a new problem of incompatibility to both stations and viewers if it substitutes unlike channels where there is now existing service. On the other hand, Peninsula said that if the FCC does find it in the public interest to permit drop-ins of new vhf assignments through reduced mileage separations and antenna heights, it would apply for such a channel.

KWHN-TV Fort Smith, Ark., permittee of ch. 5 there (not yet on the air) and which has only KFSA (TV) (ch. 22) as a competitor, said it will object to any minimum separation, directional antenna or other proposals which will affect KWHN-TV's coverage of its projected large rural area.

Camellia Broadcasting Co., permittee of KFLY-TV Lafayette, La. (ch. 10), opposed any change in existing service, as did KVOA-TV (ch. 4) Tucson, Ariz.; KTRE-TV (ch. 9) Lufkin, Tex., and KGBT-TV (ch. 4) Harlingen, Tex.

KOAT-TV Albuquerque on ch. 7; KBTM-TV Jonesboro, Ark., permittee of ch. 8; WSAV-TV Savannah, Ga., ch. 3 permittee, and WRVA-TV Richmond, Va., ch. 12 permittee, in separate petitions asked to take part in the proceedings if their service areas would be affected by proposed changes.

WELI-TV (ch. 59) New Haven, Conn., said that deintermixture is the solution to the allocations problem, with determination by the Commission of power and antenna height needed in each market area and the limiting of primary and secondary coverage areas to the market area in which the station is located.

Ch. 43 WEEK-TV and ch. 19 WTVH (TV) Peoria, Ill., noting that they intend to resubmit their deintermixture proposals, denied without prejudice by the FCC last month, said they felt the intermixture of uhf and vhf in the same market "has not been, and cannot be successful." They recommended a policy of selective deintermixture and all-uhf commercial operation in Peoria.

Ch. 22 KVDO (TV) Corpus Christi declared that while different communities have need of different remedies, it is "clear" that communities now locally served only by uhf should have deintermixture. Terming Corpus Christi as such an established uhf community, KVDO cited differences from such cities where uhf has failed and already gone off the air, or where there has been only vhf service.

KJEO (TV) (ch. 47) Fresno, Calif., pointed out that Fresno is presently all-uhf, with two operating and one non-operating station, and asked that commercial vhf ch. 12, assigned to Fresno, be changed to uhf ch. 18, reserved for educational use, so that all commercial stations in the market be kept on a fair competitive basis. Ch. 12 could be assigned to educational tv, KJEO commented, adding that if ch. 12 is given to a commercial station, KJEO is in danger of losing its network affiliation and its national advertising revenue.

WDAK-TV Columbus, Ga., (ch. 28), said the allocation solution it favored most would provide all uhf service for communities which presently have over 50% saturation with receivers capable of receiving uhf transmissions. Vhf drop-ins were considered the next best possibility, but WDAK-TV felt such a course would "degrade existing television service" and possibly deprive a community of a vhf station where uhf would not work. Allocations of new vhf frequencies were flatly opposed by the station.

Plan for selective de-intermixture, proposed by WPFA-TV (ch. 15) Pensacola, Fla.; KTAG-TV (ch. 25) Lake Charles, La., and WTVO (TV) (ch. 39) Rockford, Ill., would substitute uhf channels for ungranted vhf channels in areas now being served by uhf stations, where the conversion to uhf has been sufficient to insure effective competition by the uhf stations if new vhf's are not authorized. Proponents state "the plan would keep uhf alive and vigorous in about 25 of the top 100 markets," in which about 14 ungranted vhf channels in 13 markets would be affected. They could be reallocated to markets where more vhf's are needed and where v's have such an advantage that uhf stations can't compete. One of the stations, WPFA-TV, notified the FCC it was suspending operations last night (Sunday); the others also cited the hardships of their attempts to compete with entrenched vhf stations. All three would receive vhf channels if the plan were adopted.

Deintermixture in the 40-mile-wide, 100-mile-long Connecticut Valley by removing the area's single ungranted vhf channel (3) at Hartford was suggested by WGTH-TV Hartford, WKNB-TV New Britain, WHYN-TV Springfield-Holyoke and WWLP (TV) Springfield, all uhfs, in a joint comment. They also suggested a national plan to deintermix, by removing ungranted vhf channels in areas now being served by uhf stations. The stations said they had shown they could compete with the existing ch. 8 WNHC-TV New Haven, but they objected to a new vhf in Hartford. The stations' proposed

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39 Iowa-Illinois counties with a population of 1,558,000.*

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Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

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BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The **QUINT CITIES**

CHANNEL 6 WOC-TV

national plan, they said, would keep uhf "islands" alive in about 25 of the top 100 markets.

WMGT (TV) Pittsfield, Mass., ch. 19, maintained the selective deintermixure plan should be limited to substituting uhf channels for ungranted vhf channels in areas now served by uhf stations and where the conversion to uhf has been substantial enough to provide assurance that the uhf stations will be able to compete effectively if new vhf stations are not authorized.

The plan, WMGT said, would keep uhf alive and vigorous in about 25 of the top 100 markets with expectation that excise tax relief and eventual universal availability of all-channel receivers would permit fulfillment of the objective of a fully competitive tv service and mass utilization of the uhf band over a three to seven year period.

WMGT maintained that approximately 14 ungranted vhf channels in 13 markets would be affected within the top 100 markets and these channels could be re-allocated to areas where additional vhf is needed and where vhf's advantage is such that uhf cannot compete.

Uhf ch. 20 WICS (TV) Springfield, Ill. (Plains Television Corp.), favored selective deintermixture as a means of bolstering the future of uhf and meeting the need for a competitive tv service. It said the FCC could not hope to get enough additional vhf channels from other services to assure that end, and even if it could the time involved would rule out an immediate answer to the problem.

The station recommended that in its particular case, vhf ch. 2, now assigned to Springfield, be reassigned to St. Louis, where there are two operating v's and applicants in contest for a third. This would assure both enough commerical vhf service for St. Louis and insure continued success of Springfield uhf. WICS now has a primary NBC-TV affiliation; it anticipates losing that affiliation to the successful applicant for vhf ch. 2 there. (Sangamon Valley Tv Corp. and WMAY-TV Inc. are in contest; Sangamon Valley won the initial decision).

WICS further recommended that the FCC hold off on pending vhf grants which would make more difficult an ultimate deintermixture policy.

Interim Solutions

Comments filed on behalf of WKLO-TV ch. 21, Louisville, Ky., WFIE (TV), ch. 62, Evansville, Ind., and WEHT (TV), ch. 54, Henderson, Ky., all proposed interim actions deleting unassigned vhf channels from predominantly uhf areas and assigning them to predominantly vhf areas where they are needed and will not adversely affect the operations of other stations. Directional antennas, cross polarization of antennas and lower power should be authorized where existing minimum mileage separation standards cannot be met, the petitions say. They further proposed changes in present allocations to make Louisville an all-vhf market by assigning to it three vhf channels from Evansville and Hatfield, Ind., and Bowling Green, Ky.

Policy of deleting vhf channels from predominantly uhf areas was urged by WTVP (TV), ch. 17, Decatur, Ill., which specifically requested that a uhf channel be given to the successful applicant for vhf ch. 2 in Springfield, Ill. WTVP also asked FCC to adopt a policy of deintermixture where this will improve public service and to permit operation of vhf stations at less than the present minimum mileage separation, with use of directional antennas.

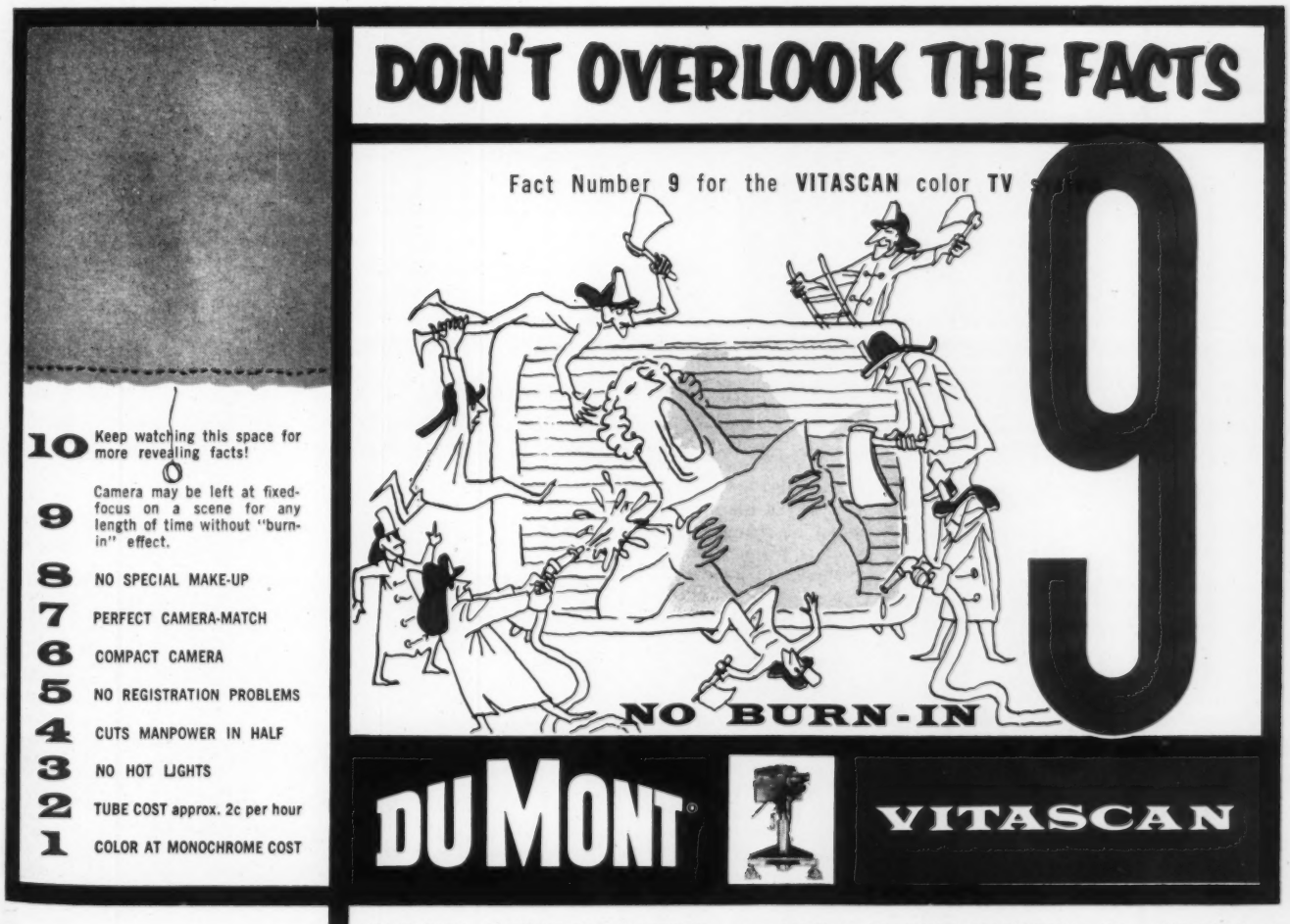
WTVI (TV), ch. 19 permittee at Fort Pierce, Fla., proposed specifically that it be assigned ch. 3 instead, and generally that a policy of deintermixture be adopted in areas where it will improve service to the public and that present rules and standards be amended to permit operation of vhf stations at less than the present minimum mileage separations, using directional antenna systems and cross-polarization.

WAKR-TV, ch. 49, Akron, Ohio, proposed deintermixture, with all stations in an area either vhf or uhf and, if they are uhf, with strong outside vhf signals reduced so they will not dominate the area; nationwide reallocation of the present vhf band with reduced separations to permit additional stations; shifting vhf assignments to other cities to provide a vhf channel for Akron, which should be assigned to WAKR-TV.

WITV (TV) Fort Lauderdale, Fla., ch. 17, advocated deintermixture of vhf and uhf where practicable.

WOBS-TV, ch. 30, Jacksonville, Fla., argued FCC should reaffirm its intent to retain the uhf band for tv and act quickly. Increases in station power will make uhf coverage satisfactory except in sparsely settled areas or unusually rugged terrain, it contended. Objections to addition of more vhf channels were cited. The station calls on manufacturers for wide distribution of all-channel receivers. The station's early plan of selective deintermixture was included in the petition.

WSEE (TV), ch. 35, Erie, Pa., asked the FCC to adopt "an interim policy of permitting uhf stations now threatened with destruction in predominantly vhf areas to operate on vhf


DON'T OVERLOOK THE FACTS
Fact Number 9 for the VITASCAN color TV
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NO BURN-IN
10 Keep watching this space for more revealing facts!
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5 NO REGISTRATION PROBLEMS
4 CUTS MANPOWER IN HALF
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2 TUBE COST approx. 2c per hour
1 COLOR AT MONOCHROME COST
DUMONT
VITASCAN
TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

channels," with WSEE being permitted to operate on ch. 6. Deintermixture, reduced mileage separation requirements and the allocation of ch. 6 to Erie also were proposed.

KXYZ-TV, permittee of ch. 29, Houston, Tex., urged that four vhf tv stations be allocated to all markets of 500,000 population or over which presently have fewer than four vhf stations and specifically that ch. 5 be assigned to Houston.

KTVQ (TV) (ch. 25), Oklahoma City, which suspended operation Dec. 15 with "no prospect that the operation can be resumed unless and until a vhf channel is made available to it," proposed that all major markets be given a minimum of three commercial vhf channels.

WENS (TV) (ch. 16), Pittsburgh stated, "Since all the very large markets have vhf stations in operation and relatively low uhf receiver circulation, or none at all, the only way to accomplish deintermixture in these markets without imposing substantial hardships on existing stations and the public is to allocate additional vhf channels where four or more vhfs are not already assigned for commercial use."

KTVI (TV) (ch. 36), St. Louis pointed out that it cannot continue its present deficit operation as a major market uhf station in competition with three vhf stations much longer and asked for modification of present standards to reduce minimum separations by 40% except in unusual cases in sparsely settled areas, with maximum and minimum powers and antenna heights established to insure full coverage of the market and new stations precluded from encroaching into other markets.

WINT (TV) Waterloo, Ind. (ch. 15), pointing out the hardships it suffers by not being permitted to identify itself with Fort Wayne, major trading center of the area, or to have studios there, urged an amendment in present FCC rules to permit a tv station like WINT "to identify itself more realistically with its entire service area rather than the tiny community to which it is presently licensed."

WJAC-TV (ch. 6), Johnstown, Pa., asked that vhf tv stations in Zone I be permitted to operate with maximum power with antenna heights up to 1,250 ft., instead of the present 1,000 ft. limitation.

KGUL-TV (ch. 11), Galveston, Tex., proposed that the FCC establish two levels of protection for each tv operation: Grade A coverage to receive protection from interference from any new operation in all circumstances; Grade B coverage to receive the same protection unless the new applicant could clearly show that the new service he proposed would outweigh the loss of service to some of the existing station's Grade B contour.

A. Earl Cullum Jr., Dallas consulting engineer, recommended the addition of vhf channels from the 72-76 mc band and some from the fm band (88-108 mc). He suggested more efficient use of channels through (a) taller towers, (b) cross polarization, (c) high gain antennas, (d) change in standards to require a higher signal level to be placed over the principal city, different standards for the Grade B signal for vhf and for uhf, protected contours and the requirement for field intensity measurements.

Ch. 28 WNAO-TV Raleigh, N. C., called for deintermixture, drop-ins for more vhf assignments and permission to use directionals and cross polarization. It also plumped for no further intermixture in uhf areas.

KSAN-TV San Francisco, ch. 32, called for San Francisco to be made all vhf, through deintermixing Fresno. It suggested giving additional vhf channels, if obtained, to existing uhf operators; also called for reducing co-channel mileage separation to 110 miles; permitting directionals or reduced power. It proposed that educational channels be made commercial, except for three or four hours a day.

WTRI (TV) Albany, N. Y., ch. 35, now dark, declared that more than 12 vhf channels were required for a nationwide tv system. It urged that the Commission change the "administrative climate" to favor uhf.

WKOW-TV and WMTV (TV) Madison uhf stations urged deintermixture.

Herbert Mayer, permittee of uhf stations in Boston and Philadelphia, called for deintermixture and simultaneous uhf-vhf operation for eight months during a transition period.

WMTW (TV) Poland Spring, Me., ch. 8 outlet atop Mt. Washington, suggested that provision be made for rural stations to provide for extended coverage for rural areas.

KGBT-TV Harlingen, Tex., ch. 4, opposed any suggestions that mileage separations be reduced. It declared it would oppose any encroachment on its service. Similar positions were taken by WJNO-TV West Palm Beach, ch. 5; WBRZ (TV) Baton Rouge, ch. 2; KTRE-TV Lufkin, Tex., ch. 9, and KVOA-TV Tucson, Ariz., ch. 4.

WISC WINS GRANT FOR MADISON VHF

Decision is FCC's second involving city where deintermixture had been proposed. It brings strong dissent from Comrs. Hyde and Bartley, who call it 'untimely and ill-advised.'

GRANT of ch. 3 in Madison, Wis., was awarded to WISC-AM-FM that city by the FCC last week. This was the Commission's second decision in those controversial vhf cases where deintermixture has been proposed. The first was made two weeks ago to KRIS Corpus Christi, Tex. [B•T, Dec. 12].

Nub of the Madison decision was the diversification issue. The FCC declared that it was better to grant the vhf channel to the WISC applicant than to Badger Television Corp. which is 31.5% owned by the *Madison Capital Times* and 13.5% by the *Wisconsin State-Journal*. These stockholders also control WIBA-AM-FM Madison.

In favoring WISC, the Commission reversed a hearing examiner's initial decision in favor of Badger.

"In our judgment," the Commission said, "the public interest would be better served by a grant to Radio Wisconsin [WISC] because it would not only not result in concentration of control in the dissemination of news in the Madison area, but would not contravene our general policy of encouraging diverse ownership of all mass media of communications." The Commission said that this factor was a "significant" one. WIBA was given preferences on local residence and integration of ownership and management. This margin of superiority over WISC was not, according to the Commission, "a great one."

The decision called forth one of the harshest dissents yet issued by Comrs. Rosel H. Hyde and Robert T. Bartley. Both have protested

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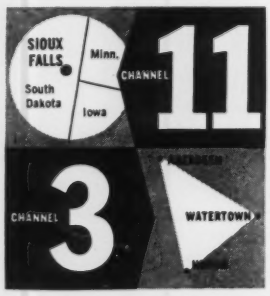

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78% of South Dakota, plus western Minnesota, northwestern Iowa

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NBC PRIMARY

. . . and Joe reports SELL-OUT of Saturday and Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact:

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against the issuance of final decisions on pending cases while the Commission is in the midst of allocations rule making. Both are counted sympathetic to deintermixture—deleting vhf channels from those areas where uhf stations have been operating—and Madison is one of the cities which has been the target of deintermixture for almost a year. Madison has two uhf stations operating.

"Untimely and ill-advised," were the terms used by Comrs. Hyde and Bartley. They said the Madison grant will "complicate and hinder proper consideration of proposals which the Commission has stated would be fully explored." They called "this method of business . . . arbitrary and capricious." They supported uhf operators who declared that this grant "could well prove a catalyst" resulting in the abandonment of uhf service throughout the country.

The Commission's action in the Madison vhf case at the same time it is considering proposals to change allocations was termed "procedural double talk" by the two dissenting commissioners.

The two dissenters said they voted against the grant of ch. 3 to both the applicants.

Winning WISC is controlled by Morgan Murphy (*Superior* [Wis.] *Evening Telegram*). Mr. Murphy also owns or controls WEBC Duluth, WMFG Hibbing, WHLB Virginia, all Minn.; WEAU-AM-FM-TV Eau Claire, Wis.; KGTV (TV) Des Moines, Iowa, and KVOL-AM-FM-TV Lafayette, La. Other Murphy newspapers are the *Manitowa Herald Times, Two Rivers Reporter* and *Chippewa Falls Herald-Telegram*, all Minn., and the *Lafayette* (La.) *Advertiser*. Associated with Mr. Murphy in the ownership of WISC are Ralph M. Immell, Harry Sauthoff and Ralph R. O'Connor, among other Madison residents.

In deciding the Madison case, the Commission denied petitions to intervene or to stay the grant filed by the uhf stations in Madison.

PEARSON BLASTED ON FCC COMMENTS

THE *Owensboro* (Ky.) *Messenger & Inquirer* (WOMI-AM-FM) has taken issue with commentator-columnist Drew Pearson—whose syndicated column appears in the newspaper—about a recent column by Mr. Pearson criticizing the FCC's Nov. 10 decision on intermixture [B•T, Nov. 14].

In an editorial, the newspaper charged Mr. Pearson took "a small amount of misinformation on the uhf-vhf television 'deintermixture' case and used it as the basis for a completely unjustified attack on members of the FCC." Mr. Pearson's "comments and conclusions are so far off-base they hold him up to ridicule among persons with any knowledge of the 'deintermixture' case, the Communications Act or the basic economic facts of television," the newspaper said.

Quoting Mr. Pearson's statement that "the Dems . . . have taken a runout powder on protecting . . . smaller [uhf] tv stations," the newspaper said the FCC "is not charged with protecting any segment of the communications industry against anything except mechanical interference," and that uhf stations "are not necessarily 'smaller tv stations'."

Answering a statement by Mr. Pearson that the FCC decision "slapped down" the uhf stations by permitting "potent vhf stations to be opened in areas hitherto reserved for small uhf stations," the newspaper said that the effect of the decision was to make no change in the existing situation "which, admittedly, was none too favorable to uhf." None of the proposed deintermixture areas was "hitherto reserved" for either uhf or vhf, the editorial added.

The newspaper concluded that the plight of uhf is "no fault of the FCC," but due to the fact that more people have vhf-only sets than uhf sets and that "more people apparently prefer vhf to uhf."

Central N. Y. Explains Plans In Elmira Ch. 18 Hearing

WITH the withdrawal of Triangle Publications Inc. as competing applicant with Central New York Broadcasting for ch. 18 at Elmira, N.Y. [B•T, Nov. 28], last week's FCC hearing on Central New York's proposal was concluded in 41 minutes. Central New York proposes a satellite operation at Elmira from its ch. 3 WSYR-TV Syracuse.

In his testimony, E. R. Vadeboncoeur, president of WSYR-AM-FM-TV, said that although the proposed station will begin as a satellite, local programming will be instituted as soon as the development of Elmira makes such a move "economically feasible." In the meantime WSYR-TV will provide a full program service to the Elmira area.

Elmira has no operating tv station. Ch. 18 WCET-TV suspended operations in May 1954 and later turned in its construction permit. WTVE (TV), on ch. 24, suffered hurricane damage and was forced to suspend operations in November 1954. It has not returned to the air, but Mr. Vadeboncoeur said he understands the station plans to resume operation early next year. This would bring two tv stations to Elmira, he said.

Because Elmira is an all-uhf market and one-third of all homes there are already equipped to receive uhf signals, Mr. Vadeboncoeur said the prospects for uhf operation along with increased uhf conversion were promising. WSYR-TV advantages—color shows, NBC programming and a cooperative arrangement with the Syracuse U. Radio-Tv center—will be conferred on its Elmira operation, Mr. Vadeboncoeur stated.

Meanwhile, WTVE has filed application with the FCC asking to switch from ch. 24 to ch. 9. Earlier this month, the FCC had authorized a drop-in of ch. 9 at Elmira [B•T, Dec. 5]. The station cited continuing losses as reasons for the proposed change. Net losses in 1953 were $36,919 and $46,324 in 1954, WTVE claimed. WTVE plans to use its present transmitter location with the proposed vhf operation and estimates construction costs will run around $212,000. On ch. 9, WTVE would utilize 190 kw visual, 95 kw aural. Stating it expects to be back on the air on ch. 24 by February 1, WTVE estimated it could change over to ch. 9 about 60 days later.

WROW-TV Asks Court Review Stay of Albany Ch. 10 Grant

CALL for the U. S. Court of Appeals in Washington to review its decision staying the allocation of ch. 10 to Vail Mills, N. Y., was made last week by WROW-TV Albany.

The ch. 41 station claimed that the court erred in granting the request of WMGT (TV) Pittsfield, Mass., for a temporary injunction against the assignment of ch. 10 to Vail Mills [B•T, Dec. 12]. It said that the court failed to make a finding that irreparable damage would result to the petitioner and also failed to specify the nature of such damage. This is required by Sec. 402(a) of the Communications Act, WROW-TV declared.

The stay of the effective date of the ch. 10 allocation was granted by Circuit Judges E.

*YOU MIGHT PUT THE SHOT 59′ 2″ *—*

BUT . . . YOU NEED WKZO-TV TO PUT SALES ACROSS IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	183	37
SATURDAY & SUNDAY 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

American Research Bureau figures for Grand Rapids-Kalamazoo show that WKZO-TV is almost a 3-to-1 favorite over the next station, *morning, afternoon and night!*

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Telecasts on Channel 3 with 100,000 watts from a 1000′ tower. Serves one of America's top-20 TV markets—*almost 600,000 television homes in 29 Western Michigan and Northern Indiana counties!* Ask Avery-Knodel about availabilities.

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WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
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WKZO-TV

Kalamazoo-Grand Rapids

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** Parry O'Brien set this world's record on June 5, 1953, at Compton, California.*

Barrett Prettyman and David L. Bazelon. Circuit Judge Charles A. Danaher dissented.

WROW-TV termed WMGT's allegations of irreparable injury as of no substance and purely speculative. It held that the injury must not only be proven, but it must be correlated to the public interest. This was not done, WROW-TV claimed.

WROW-TV asked the court to vacate the stay. Otherwise it asserted the public would suffer.

Appeals Court Upholds FCC In Portland Ch. 12 Grant

THE FCC's decision in the Portland, Ore., ch. 12 case was correct, the U. S. Court of Appeals in Washington decided last week.

In a unanimous decision, the federal court upheld the FCC in its findings in favor of Oregon Television Inc. for the Portland vhf channel. In its most significant part, the decision declared that the Commission was right in choosing Oregon Television over Columbia Empire Telecasters Inc. (*Portland Journal*-KPOJ and others) because of the diversification of media issue. Columbia, which had made the appeal, said the FCC declared in one part of its decision that the newspaper and KPOJ would have only a small voice in running Columbia, while in another section of the decision the Commission penalized Columbia because of its newspaper holdings.

"However small their 'voice' in Columbia's affairs may have been, Columbia was not, as Oregon was, 'disassociated from existing media of mass communications,'" Chief Judge Henry W. Edgerton said, "and the *Journal* and KPOJ owned enough Columbia stock to 'bear upon the concentration of media.'" Circuit Judges David L. Bazelon and Charles Fahy concurred.

Oregon Television (now KLOR [TV], with ABC affiliation) is principally owned by Portland businessmen, including Julius L. Meier Jr. (Meier & Franks department store).

The Portland decision is the first of about a dozen tv cases awaiting settlement on appeal. Among these already argued are FCC grants in Sacramento, Calif.; Providence, R. I.; Tampa-St. Petersburg, Fla.; Petersburg, Va.; Beaumont, Tex., and Savannah, Ga.

The Third Man

ASIDE from Col. William Roberts and broadcaster Lou Poller, a third man identified with broadcasting—but in another way—also is a tenant and principal in the new Kefauver-for-President office in Washington, D. C. [B•T, Oct. 17]. He is A. Bradley Eben, a prominent Chicago attorney and an old supporter of Sen. Estes Kefauver (D-Tenn.). Televiewers will remember Mr. Eben as the one-time judge of DuMont Tv Network's *They Stand Accused* (now off the air). Mr. Eben will work with Col. Roberts of the Washington communications law firm of Roberts & McInnis, and Mr. Poller, permittee of the now suspended WCAN-TV Milwaukee.

WFNM Questions Finances Of Prospective Competitor

THE FINANCIAL qualifications of W. D. Douglass to construct, own and operate a radio station at DeFuniak Springs, Fla., were questioned last week by C. W. Mapoles (WFNM there), who asked the FCC to set Mr. Douglass' grant for hearing. Mr. Douglass, newscaster at WCNU Crestview, Fla., on Nov. 9 was granted a construction permit for 1280 kc, 5 kw day.

In protesting the grant, Mr. Mapoles claimed that Mr. Douglass misrepresented to the Commission the true ownership and value of certain real property listed in his balance sheet. Mr. Douglass' liabilities exceed his assets substantially, Mr. Mapoles said. There were other discrepancies, the protestant claimed, that would give rise to a question as to whether Mr. Douglass were financially able or of fit character to meet the requirements of a proposed station operator.

Futhermore, the protestant charged, the market would not support two stations and a division of the available advertising revenues would cause one or both stations to fail.

Recording Rule Comments Are 50-to-1 in Favor

COMMENTS favoring a relaxation of FCC rules relating to mechanically recorded announcements outnumber by more than 50 to 1 those opposing the change. The tabulation Thursday, deadline for comments, stood at 103 petitions for, 2 against. The Commission had asked for comments on proposed rule-making which would repeal—with certain exceptions—regulations requiring that recorded programs be identified as such.

Many of the favorable comments were filed jointly or by multiple-ownership groups; one organization, the Oregon State Agricultural College, filed for 15 stations.

Those requesting the FCC to keep the *status quo*, KITE-AM-FM San Antonio and KENN Kennedy, both Texas, said that the present rules were adequate and have been working well. NARTB and ABC proposed the rule-change and asked the Commission to call for comments.

Educators Seek More Channels

MORE effective use of channels for educational tv, plus setting aside of additional channels, was advocated in recommendations adopted by the White House Conference on Education, which met in Washington early this month. Wider use of radio, tv and newspapers was urged as a means of building up public interest in education. In a report on ways to get and keep teachers it was urged that tv, sound films and other visual aids be more widely used.

Sacramento Uhf Asked

CAPITOL Radio Enterprises last week filed with the FCC an application for ch. 46 in Sacramento, Calif. It is proposed that the station operate with an effective radiated power of 19.06 kw visual and 10.33 kw aural. The antenna would be 279 ft. above average terrain. Capitol estimated its construction cost at more than $105,000, its first year operating cost at $180,000 and its revenue at $200,000. Principals are equal partners Irving J. Schwartz, William S. George and John Matranga, who jointly own KGMS-AM-FM Sacramento.

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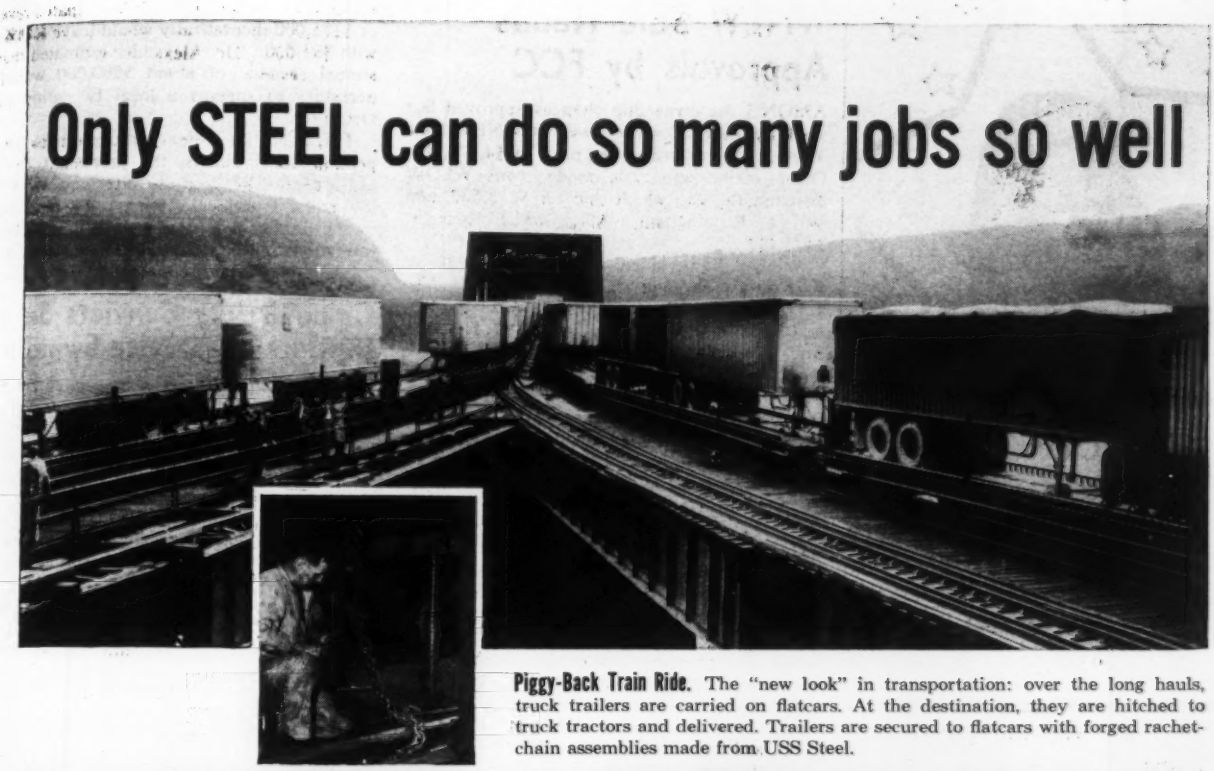
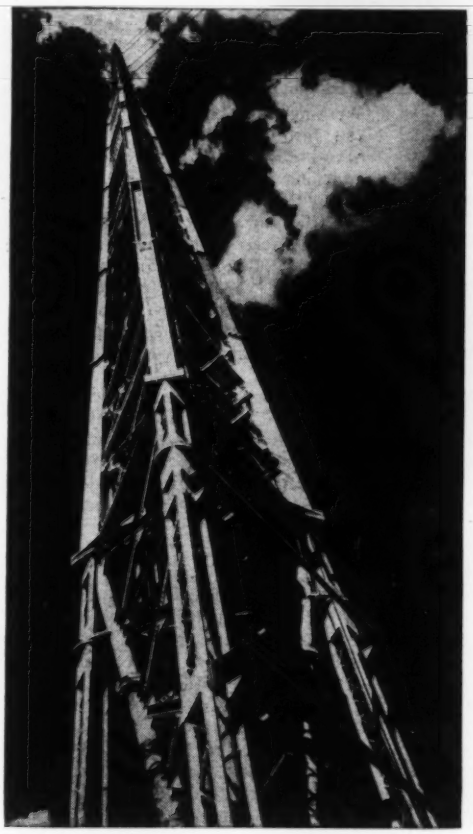
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

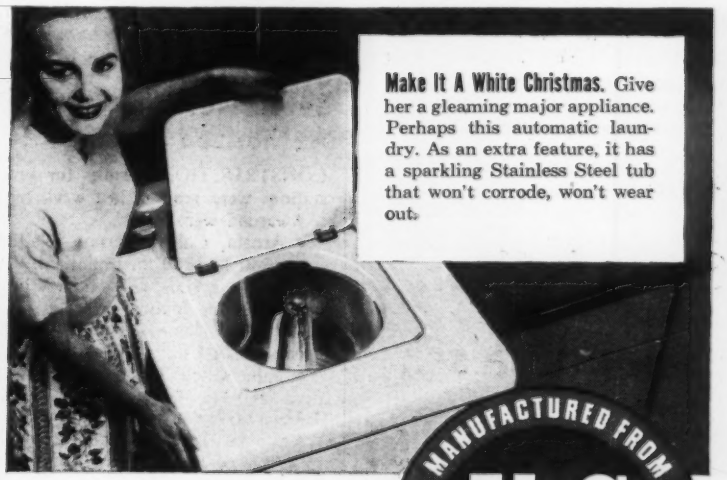
KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Only STEEL can do so many jobs so well



Piggy-Back Train Ride. The "new look" in transportation: over the long hauls, truck trailers are carried on flatcars. At the destination, they are hitched to truck tractors and delivered. Trailers are secured to flatcars with forged rachet-chain assemblies made from USS Steel.





Make It A White Christmas. Give her a gleaming major appliance. Perhaps this automatic laundry. As an extra feature, it has a sparkling Stainless Steel tub that won't corrode, won't wear out.

Tallest Structure In The World. This gigantic television tower belongs to station KWTV in Oklahoma City. It is 1572 feet high—100 feet taller than the very tip of the Empire State Building. To withstand the screaming 150 mph winds, most of the top sections were made from USS Man-Ten, a special high strength steel designed for demanding jobs.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE...AMERICAN STEEL & WIRE and CYCLONE FENCE...COLUMBIA-GENEVA STEEL...CONSOLIDATED WESTERN STEEL...GERRARD STEEL STRAPPING...NATIONAL TUBE OIL WELL SUPPLY...TENNESSEE COAL & IRON...UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL SUPPLY...*Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-2455

SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

Santa Claus

Star of

Many Programs

this week

Guest Star

Other Programs

all week

Not only will Santa Claus be featured on various sponsored programs

—he will bring large numbers of Radio and TV sets as Christmas Gifts!

So, more people, many more, will be able to see and to listen on Christmas Day and all next year.

Stars Sell on Alabama's greatest radio station

WAPI

Birmingham

Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT

Birmingham

Represented by BLAIR-TV

WNEW Sale Heads Approvals by FCC

AMONG the ownership changes approved last week by the FCC was the sale of WNEW New York for the record-setting price of $4,076,887. Other major approvals made were WLOW Portsmouth, Va., which sold for $212,500, and WILD Birmingham, Ala., which brought $175,000.

WNEW, independent operating on 1130 kc with 50 kw day and 10 kw night, was sold to J. D. Wrather (37.5%), John L. Loeb (37.5%), and Richard D. Buckley (25%) [B•T, Oct. 31]. Mr. Wrather is part owner of KFMB-AM-TV San Diego, Calif., and has a grant for a uhf station in Boston. Mr. Loeb is senior partner of the Carl M. Loeb, Rhoades Co., New York investment bankers. Mr. Buckley is 25% owner of the selling firm, WNEW Broadcasting Co., which he and his associates purchased in April 1954 for $2.1 million.

WLOW Portsmouth, Va., was granted assignment of its license from Commonwealth Broadcasting Corp. to Winston-Salem Broadcasting Co., licensee of WTOB-AM-TV Winston-Salem, N. C. The NBC affiliate is on 1400 kc with 250 w.

WILD Birmingham, Ala., was assigned from the Pilot Corp. to Gordon Alabama Broadcasting Co. Principals are Sherwood R. Gordon (70%), owner of WSAI-AM-FM Cincinnati, Ohio, and Louis A. Wildman (30%). WILD is licensed for 850 kc, using 10 kw day and 1 kw night, and is affiliated with MBS.

For other ownership changes see FOR THE RECORD beginning on page 105.

Seven New Am Outlets Authorized by FCC

CONSTRUCTION permits for seven new am stations were granted last week by the FCC.

Awarded were:

- Arcata, Calif.—Vernon Wallace Emmerson, 1340 kc, 250 w, unlimited.
- Atlanta, Ga.—Greater South Bcstg. Co., 1480 kc, 5 kw daytime.
- Mount Clemens, Mich.—Mount Clemens Broadcasting Co., 1430 kc, 500 w daytime.
- Painesville, Ohio—Somerset Broadcasting Co., 1460 kc, 500 w daytime. Somerset is the licensee of WVSC Somerset, Pa.
- Mexia, Tex.—Bi-Stone Broadcasting Co., 1590 kc, 500 w daytime. Bi-Stone owner is J. B. McNutt Jr., owner of KBUD Athens, Tex.
- Buffalo, Wyo.—Northern Wyoming Broadcasting Corp., 1450 kc, 250 w unlimited.
- Honolulu, Hawaii—Christian Broadcasting Assn., 870 kc , 1 kw unlimited. The permittee is the licensee of KAIM (FM) Honolulu.

KLIX-TV Protests Grant To Satellite Competitor

PROTEST was filed with the FCC last week against the grant of ch. 13 at Twin Falls, Idaho, to Magic Valley Tv Corp. (KHTV [TV]) [B•T, Nov. 14]. KHTV plans to operate as a partial satellite of KIDO-TV Boise.

The protestant, KLIX-AM-TV Twin Falls, claims that KHTV's proposals are "unrealistic" and there are inconsistencies in programming plans as outlined in the application and the program schedule. Relying on the market study of Sidney S. Alexander, CBS economic adviser, the protestant says that another station will so divide the available revenue that KLIX-TV will be forced either to drastically cut back service or cease operation.

Its expected 1955 revenue is about $216,000, KLIX-TV said, and KHTV's anticipated revenue of $125,000 theoretically would leave KLIX-TV with $91,000. Dr. Alexander estimated that an annual revenue of about $200,000 would be necessary to support a local tv station [B•T, Oct. 17].

This is not an ordinary struggle between two genuine local outlets, the protestant charged, but a contest between an "alter ego" of KIDO-TV and a true local station. It would not be in the public interest to permit a satellite-type operation to jeopardize the existence of a true local outlet, the protestant said.

Chicago Jury Convicts Seven In Motel Tv Device Swindle

SEVEN people formerly associated with the now defunct Preview Television Corp. were convicted by a jury in Chicago District Court on 12 counts of mail fraud involving a scheme to provide motel and hotel viewers with a special device for coin-operated receivers.

Judge John P. Barnes said he will set a new date for hearing motions for a new trial and for a directed verdict of acquittal despite judgment.

The government had charged the defendants obtained $1,750,000 for a device which, when attached to the sets, permitted viewers to receive four minutes of programming free before depositing 25 cents for each additional half-hour. Of this sum, about $750,000 was paid by clients for "previewers" never delivered, according to Asst. U. S. Atty. Edward J. Calihan Jr.

Found guilty were Eugene R. Flitcraft, Oak Park, Ill.; Dana J. Maxim, former Preview supervisor; Blanchel A. Murrelle, Chicago; Earl C. Raphael, Chicago; William F. Robinchaud, Washington, D. C., former president of American Institute of Television Mfrs.; Milton G. Severinghaus, Chicago, former vice president and later president of Preview, and Lyman B. Jones, Chicago.

Earlier, three other defendants pleaded guilty, with their cases continued to a later date. They are Bruce Hantover, Houston, former president of Preview, which was located at 80 E. Jackson Blvd. in Chicago; Nathan James Elliott, former president of United States Sign Corp., and Edward C. McCready, described as the inventor of the gadget.

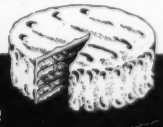
Maximum penalty is five years imprisonment and a $2,000 fine on each count.

Judge Barnes previously dismissed three firms —Preview, United States Sign Corp., and American Institute of Television Mfrs.—and four individuals from the indictment.

State of La. Granted Tv

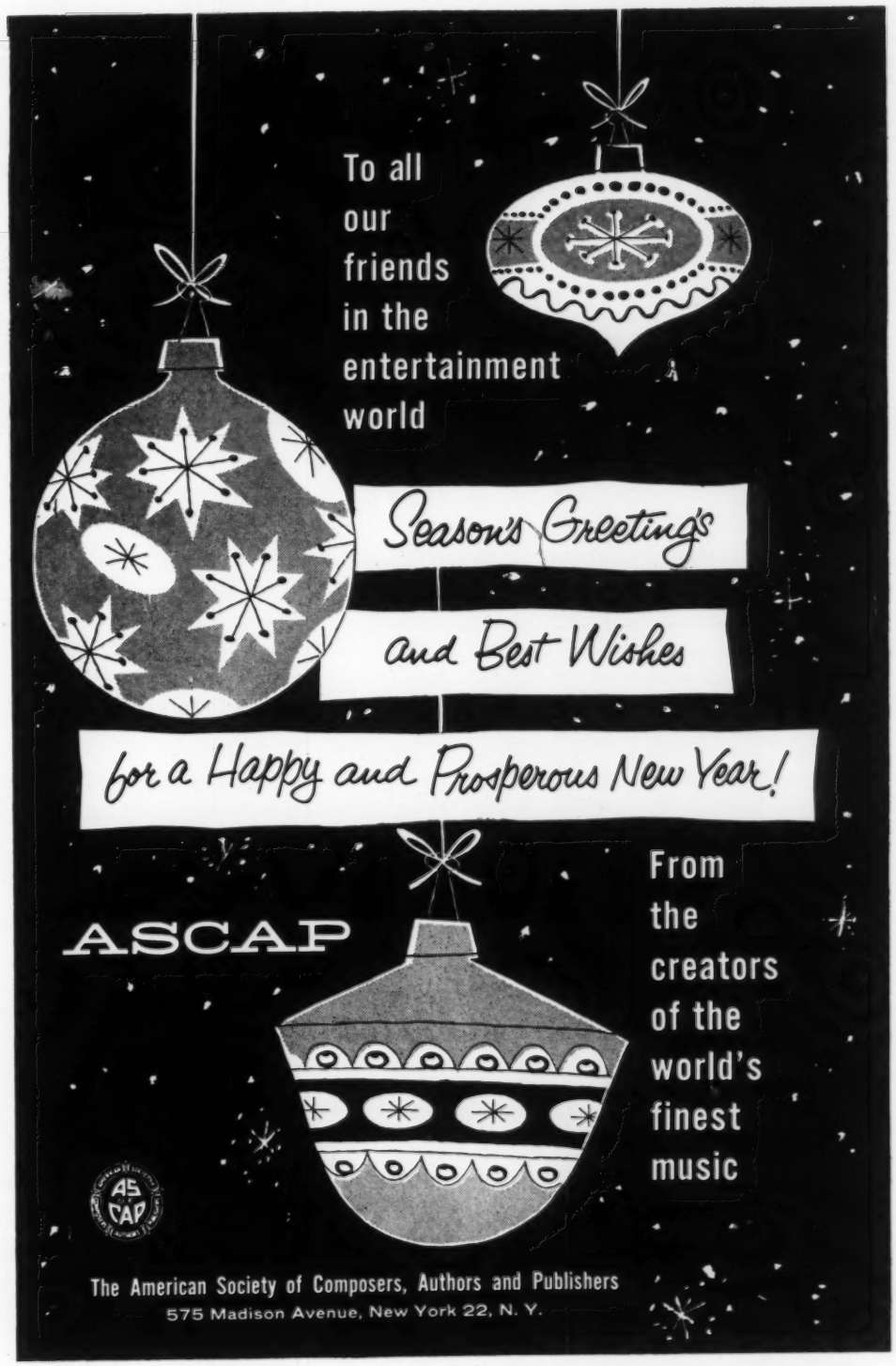
THE STATE of Louisiana was granted a construction permit for a new tv station on ch. 13 at Monroe, La. The FCC grant of last week specified the station will operate with an effective radiated power of 28.2 kw visual, 14.1 aural and with an antenna 520 ft. above average terrain. Construction and first year operating costs were set at $361,960. There is to be no revenue. Ch. 13 at Monore had been reserved for non-commercial educational use.

IN GEORGIA



you can have your cake ...and eat it, too

SEE PAGE 43


To all our friends in the entertainment world
Season's Greetings
and Best Wishes
for a Happy and Prosperous New Year!
ASCAP
From the creators of the world's finest music
The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N. Y.

Four Nebraska Newspapers Withdraw Protest of New Am

CHANGE OF HEART has been experienced by four Nebraska weekly newspapers which a fortnight ago lodged a protest with the FCC against a grant of a new am station at O'Neill, Neb. [B•T, Dec. 12]. Last week the newspapers told the Commission that they would like to withdraw their protest.

Although no reason for the withdrawal was given, it was speculated that unfavorable local publicity caused by the protest was the motivating factor in the about-face. It was reported that the grantee, Holt County Broadcasting Corp., had printed as a paid advertisement in at least one of the protesting newspapers the text of the newspaper protest to the FCC. Advertisers and residents were not kindly disposed to the newspaper position, it was reported.

SEC Won't Ask Clearance Of Scripts in Proxy Fights

MODIFICATION of its proposed revision of proxy rules governing solicitation of stockholders in battles for corporation control was announced last Thursday by the Securities and Exchange Commission.

The revision will "specify clearly" that radio and television scripts, speeches, and press releases by participants in a proxy contest need not be filed with the commission in advance of their use, according to SEC Chairman J. Sinclair Armstrong.

These materials are, however, considered to be "proxy-soliciting" when used by participants in proxy contests and therefore are subject to SEC rules against false statements, he said.

The commission will require that they be filed after use, the chairman said, and if the participants request clearance in advance the SEC will review the material as a "convenience to the public."

$40 Million Boost for USIA Expected Under New Budget

A BOOST of $40 million next fiscal year for the activities of the U. S. Information Agency, including the Voice of America, is expected to be asked by President Eisenhower. The Budget Bureau has approved a figure of about $125 million, compared to $85 million for the present fiscal year.

The increase, it was said, is considered necessary to meet the challenge of increased Communist activities in such critical areas as the Middle East and South Asia.

Lamb Extension Asked

THE Broadcast Bureau last week asked the FCC to extend to Feb. 6, 1956, the deadline for exceptions to the initial decision which recommended license-renewal of Edward Lamb's WICU (TV) Erie, Pa. [B•T, Dec. 12]. Exceptions are due 20 days from the initial decision, or Dec. 27. Citing the voluminous record of the proceeding and the 140-page decision, the bureau said that should a response be deemed necessary, more time to prepare it would be needed.

Anti-RFE Campaign

A PROPAGANDA campaign against Western broadcasters has been intensified by Eastern European regimes behind the Iron Curtain in the months following the Geneva Conference of last July, according to a Radio Free Europe survey released last Monday in New York. The volume of radio-press attacks on RFE doubled in Poland, with Czechoslovakia and Hungary also pinpointing attacks on the privately supported radio operation that broadcasts to those countries and Romania and Bulgaria, RFE reported.

Tv Documentary Films Set By U.S. Information Agency

THE U. S. Information Agency in January will begin supplying the more than 100 television stations outside this country with a monthly documentary film, *Report From America*, portraying "various aspects of life in the United States."

Abbott Washburn, acting USIA director, said the new half-hour program, filmed especially for tv, will be made available in English and foreign languages and will describe the U. S. and its policies, "both national and international." USIA estimates a foreign audience of 40 million by the end of 1956.

The program is being produced by USIA in cooperation with the British Broadcasting Corp., and will be filmed by NBC. NBC commentator Joseph Harsch will narrate the English-language version, and foreign language versions will be voiced by "other well-known commentators."

FTC Approves Conference On False Insurance Ads

AUTHORIZATION was made last Thursday by the Federal Trade Commission for a trade practice conference to draw up rules safeguarding the public from false and misleading advertising of health and accident insurance.

Invited to the conference would be representatives of all state insurance departments and the insurance industry as well as other interested parties, according to FTC Chairman John W. Gwynne.

A nationwide investigation of insurance in the hospitalization, accident and health field was launched by the FTC in December, 1953. Later, the commission issued complaints against 41 insurance compaines, many of which were engaged in radio and tv advertising.

FTC Okays Consent Order Concerning Admiral Set Ads

A CONSENT ORDER which stops Admiral Corp., Chicago, from comparing the screen area of its tv sets with the screen area of competitors' models has been approved by the Federal Trade Commission.

The consent order was entered into by Admiral and FTC counsel supporting a complaint that Admiral falsely advertised its "Giant 21-inch picture tube" as providing 20% more screen area than other 21-inch models.

The order prohibits Admiral from: "Misrepresenting directly or by implication the screen area of its tv sets as compared with the screen area of its competitors' tv sets." Admiral's acceptance of the order does not constitute an admission that it has violated the law as charged in the complaint.

RADIO WSRS

• TOPS 'N POPS
• WONDERFUL MUSIC
• RHYTHM 'N STUFF
• CONCERT CLASSICS

Plus

✚ HEADLINES AND WEATHER REPORTS WITH TOP LOCAL AND WORLD NEWS EVERY 30 MIN.

RADIO WSRS

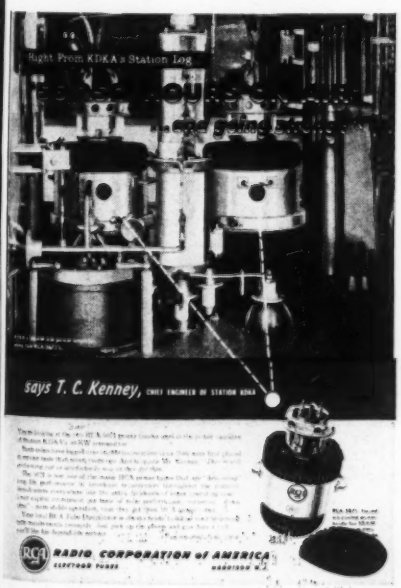
GREATER CLEVELAND'S NUMBER 1 STATION

John E. Pearson Co., National Representatives

Right From WKBN-TV's Station Log
9,493 HOURS ON-AIR
...and still going strong!
...says B. T. Wilkins, Chief Engineer at WKBN-TV
RADIO CORPORATION of AMERICA

Right From WAVE-TV's Station Log
7,288 HOURS ON AIR
...and still strong!*
*says W. E. Hudson, Chief Engineer at WAVE-TV
RADIO CORPORATION of AMERICA

Season's Greetings and good tube life for '56

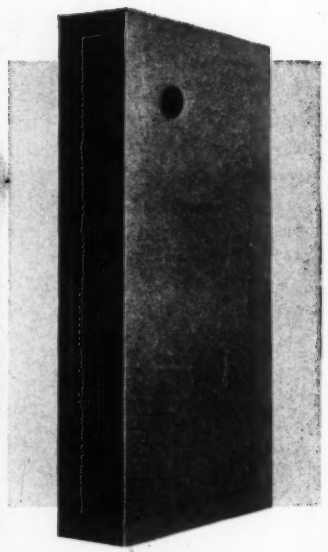


RCA®

TUBE DIVISION

RADIO CORPORATION OF AMERICA

G.E.'s COLOR FILM CENTER FOR BOTH COLOR AND



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

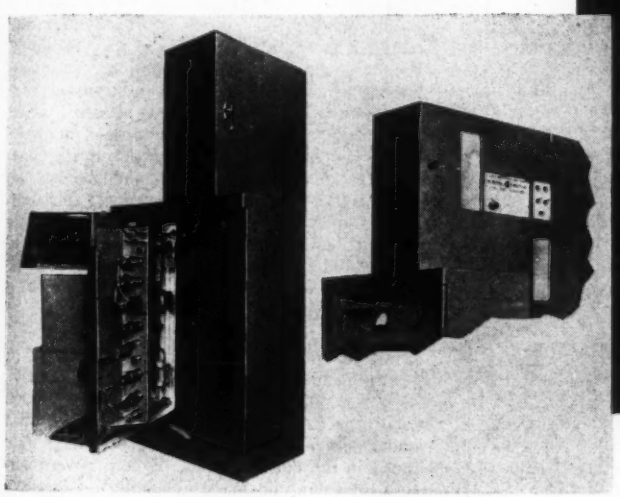
DELIVERS TOP FILM QUALITY MONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System— A New Continuous Motion Projector. For Monochrome Service NOW— Color When You Want It!

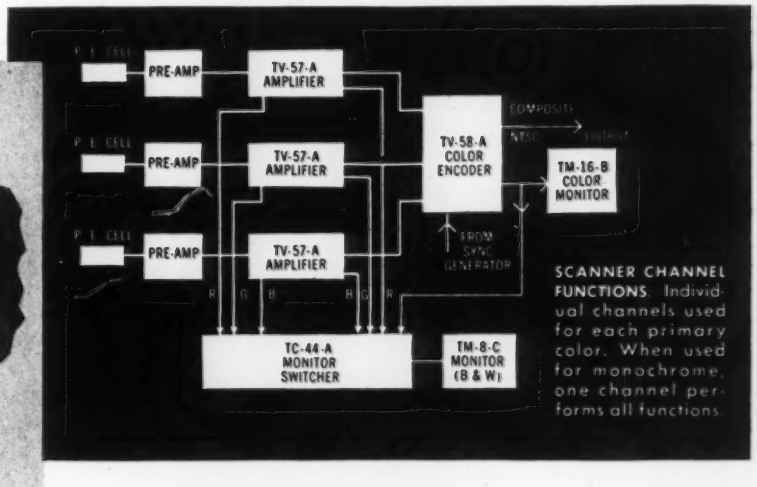
WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of *dependable performance*. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist*.

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.



SCANNER CHANNEL FUNCTIONS. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2125-19, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

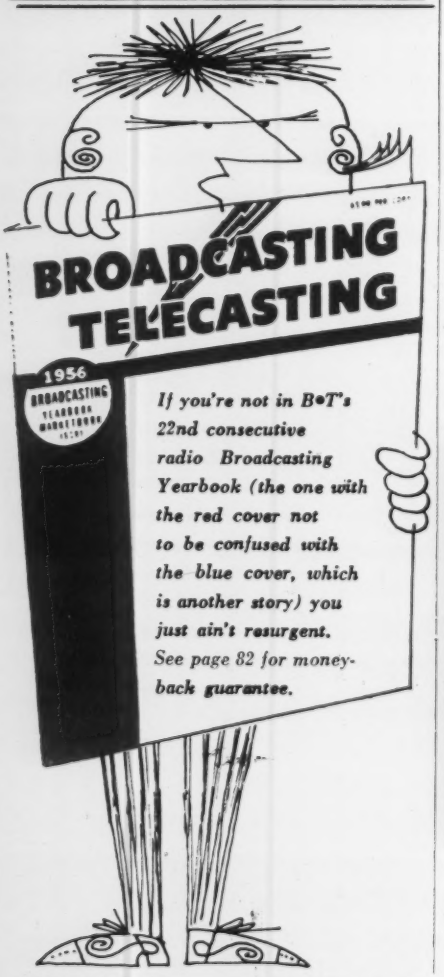
GENERAL ELECTRIC

Time Buying
CHECK LIST
FOR THE
DURHAM-RALEIGH
MARKET

1. TOP COVERAGE
☑ WTVD
now 280,540 sets

2. TOP PROGRAMS
☑ WTVD
best of NBC-ABC

WTVD
Channel 11
DURHAM-RALEIGH
Call Edward Petry Co.


BROADCASTING
TELECASTING
1956
BROADCASTING YEARBOOK
If you're not in B•T's 22nd consecutive radio Broadcasting Yearbook (the one with the red cover not to be confused with the blue cover, which is another story) you just ain't resurgent.
See page 82 for money-back guarantee.

COLORADO COURT SETS HEARING JAN. 30 ON BAN AGAINST RADIO, TV, CAMERAS

State Supreme Court's prohibition of all broadcast or visual coverage of Graham murder trial arouses storm of protest. Other equal access developments occur in Texas, Oklahoma, Nebraska.

THE Supreme Court of Colorado, having imposed a flat ban against any broadcast or visual coverage of the Graham murder trial [B•T, Dec. 12] or any other trial in the state, will let the media and public side of the story have their day in court.

A hearing will start Jan. 30 in Denver, with Justice Otto Moore presiding. The proceedings will be along court lines. Parties will be represented by counsel and will file briefs.

All Denver radio and tv stations, as well as Colorado Broadcasters Assn., will take part in proceedings, to last around 10 days. Justice Moore will report his findings to the court.

KLZ-AM-TV and other Denver stations protested vigorously the imposition of a radio-tv court ban by Justice E. V. Holland of the Colorado Supreme Court.

Public reaction in Colorado was described last week as "99% in favor of the radio-tv position and against the court's ban."

Parties taking part in the Jan. 30 hearing will be given ground rules this week.

Judge Justin Miller, advisor to NARTB and its ex-board chairman, called the Colorado court's decision to hear all sides of the issue a demonstration of broadcasting's professional stature and American methods of self-government. Judge Miller has spearheaded, for more than a decade, the industry's campaign for freedom of speech and equal access. He told B•T:

"I am very pleased to learn of the new turn of events in Colorado. The decision of the Supreme Court to use the methods of fair trial, in determining whether modern techniques of television can properly be used in reporting court-room proceedings, is in the best tradition of judicial administration.

"The force of informed public opinion—and the editorial power of broadcasters to inform and to marshal public opinion upon the subject—has been convincingly demonstrated. It all adds up to proof of the increasing professional stature of broadcasting and reassuring evidence that American methods of self-government are still functioning effectively."

A preliminary hearing in the Graham case was covered by radio-tv and appeared to have brought favorable reaction. It was indicated, however, that pressure groups had entered the scene, apparently for political reasons, and the Supreme Court ban followed.

In Waco, Tex., the trial of Harry L. Washburn, covered by tv, ended in conviction and a life sentence. KWTX (TV) Waco covered the trial and drew praise from many sources because of its dignified handling of the proceedings. The coverage attracted nationwide attention. The defendant said in a tv interview prior to sentencing, "I think televising trials is a fine thing. It's educational."

County Judge Glen Jenkins, of Tom Green County, Tex., praised the coverage and added, "I would allow live television in my courtroom if the telecast were handled with the care that KWTX has given this one." Cliff Tupper, counsel for the defendant, said, "The live television coverage of this case did not interfere with the trial at any time. The tv equipment and personnel were so quiet that the defense was never sure when the picture was being sent out of the courtroom.

Never Saw Camera

A Waco witness, Mrs. Billie Rogers, who testified for the prosecution, said that although she knew from newspaper accounts that the trial was being telecast, she did not see the camera during the 30 minutes she was on the stand. The camera was in plain view during her entire testimony.

Peter Middlebrook, McLennan County district clerk, who swore in witnesses, said he thought the camera did not attract attention nor did it disturb the decorum of the court.

The question of radio-tv court coverage was reviewed at a Dec. 7 meeting of the Oklahoma Bar Assn. Spokesmen for tv stations, city newspapers, bench and bar agreed in substance that the mature judgment of news editors, when adequately reinforced by the proper administration of his courtroom by the trial judge, prevents abuse of free speech and protects the right to a constitutionally guaranteed fair trial. Bob Gamble, WKY-TV Oklahoma City news director, contended the courts belong to the people and listed a series of hearings covered in the state during the last year. "So far not a single complaint," he said.

KFAB Omaha covered portions of a four-day hearing before a referee in a state board of control hearing involving a discharged official, despite denial of access by the referee. Hugh McCoy, KFAB newsman, wore a wireless mike under a sweater and the entire proceedings were taped in the control room. Excerpts were carried each day and made available to other stations in Nebraska.

President Hugh B. Terry of KLZ-AM-TV took a strong editorial stand over the Dec. 11 weekend when he went on the air to protest against Judge Holland's ban. The editorial was carried several times on both radio and tv stations, along with other industry comments.

Mr. Terry asked "if it is a function of the court to determine just what is good or bad publicity, and just how much and what type of report of a public hearing can be made to the public? . . . If we, or any other media for the dissemination of news, violate this order we can be cited for contempt of court. We feel that this order is in direct violation of the con-

ON-THE AIR editorial protesting the ban on tv coverage of the Graham murder case in Denver was broadcast by Hugh B. Terry (r), KLZ-AM-TV president. With him is Sheldon Peterson, news director.

stitutional guarantees of freedom of press and freedom of speech.

"We can interpret this action in no other way than as a barrier erected in the path of the free flow of information—and the right of the people to know to the fullest degree what goes on in the courtrooms of the state—which is truly the people's business."

Explaining the state Supreme Court gave no chance for radio-tv to present the broadcast side of the case, he added, "The reasons behind this stunning ban are still unclear." He recalled the comment of Judge Keating, at the preliminary hearing in the Graham case, that the presence of cameras and recorders did not interfere with the orderly procedure of the court.

Protests by NARTB President Harold E. Fellows and Russ Van Dyke, KRNT Des Moines, president of Radio-Tv News Directors Assn., were included. Mr. Van Dyke said he hoped the Colorado justices "will carefully reconsider their actions and that they will see fit to restore to the many fine judges of that state their freedom to exercise their own discretion within their own courts on these matters concerning public information."

Protest by John F. Day, CBS director of news, was taped by Sheldon Peterson, news director at KLZ-TV Denver, and used as part of a news show on the station the night of Dec. 9.

Mr. Day said:

"In Texas this week, a great step forward in bringing news to the people. In Colorado, an apparent step backward. A trial was televised live in Waco, Tex., without disturbing the decorum of the courtroom. But in Colorado courtrooms, not only the television camera but all cameras are to be barred. Not only during the trial but before the trial and after the trial and during the recesses.

13th JUROR
Courtesy DALLAS MORNING NEWS

"If reporters carrying pencils and pads were refused admittance to the courtroom, the outcry would be steady and ringing. And well it should be. But cameras are just as much the tools of television as pencils are of the printed page. And television today is as much a primary medium for conveying news as any method in all history. It is unfortunate that there are some who have not recognized this basic fact. And it is unfortunate, too, that they are not aware of methods of coverage which avert any interference with court procedures or dignity. Certainly there must be rules, and television newsmen like any other newsmen are perfectly willing to abide by them. But it seems less than fair that rules should extend to the point of barring cameras from the courtroom at all times and under all conditions."

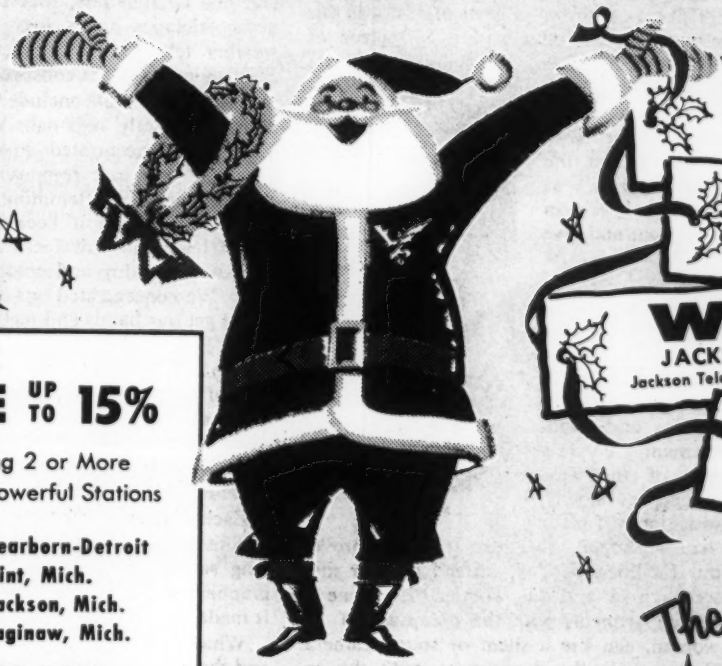
CBS' Zelman Will Fight California Court's Tv Ban

SAM ZELMAN, director of CBS-TV news on the West Coast, said that he would seek admission of cameras in California courts by petitioning the Conference of California Judges. The announcement followed a denial by Superior Judge Stanley Mosk, Santa Monica, to admit CBS cameras into court during the trial of John R. Crooker, accused of murdering socialite Mrs. Norma McCauley.

The request to televise the trial over KNXT (TV) Los Angeles was prompted, Mr. Zelman said, by the live telecasts of a murder trial in Waco, Tex., by KWTX-TV that city [B•T, Dec. 12]. Denial was made under the Canons of Judicial Ethics, adopted by the California judges when the question of tv in courts was first raised several years ago.

Since then, according to Mr. Zelman, many of the initial reasons against tv in courts have been superseded by Television's technical progress. He said the first opportunity to press for a lift on the ban would come next September at the annual meeting of the state's judges.

Prosperity... and More... from the Knorr Big 4



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KNORR Broadcasting CORP.

NEWS WHILE IT'S NEWS: IT CAN BE DONE WITH TV

HERE'S HOW WKY-TV PUTS IMMEDIACY INTO ITS NEWS COVERAGE

TELEVISION doesn't have to take a back seat to any other medium in delivering news—text and pictures—while it is still hot and with tv's inimitable impact, John Fields, news director, WKY-TV Oklahoma City, told the NARTB Region 6 conference last month. The WKY-TV story makes a good how-to-do-it blueprint for other tv news departments.

I FEEL that television is today, and will be even more so tomorrow, the greatest communications medium ever imagined. I further feel that the presentation of television news and special events is one of the more neglected phases of concentration on the local level. This neglect, I feel, is caused by a lack of imagination, aggressiveness, and confidence. These convictions are not ones based on academic conclusions—but rather on the successful experiences of the WKY-TV news bureau.

Four years ago our news bureau was like many—reasonably well-equipped to handle a radio schedule of seven newscasts a day. That schedule was serviced by four men—all of them good newsmen—all qualified to report, write and deliver news. Our headquarters was a room approximately 10 x 14 feet, containing three desks. Our news sources were radio and news wires of United Press and Associated Press, and the usual system of personal and telephone news beats.

At that time, in 1951, we scheduled 10 television newscasts a week. Our facilities to service those two 10-minute programs a day included one 16 mm Bolex camera, the talents of one newsman to operate that camera, the part-time services of a station commercial photographer and the sometime availability of another 16 mm camera from the commercial department.

Fortunately, at this point, there was some soul-searching, an evaluation of what we could offer in television news. At the time it seemed that the immediacy of radio would never be ours in television. That problem confronts many news media. The weekly news publications solved it with comprehensiveness and graphic presentations that the speedier media cannot offer. Perhaps this was the answer. Tell the television news audience the immediate happenings and exploit television's video with graphic illustrations. It was a problem that defied a qualified answer at that time. I have heard many journalists in the radio and television field state unequivocally that television news could never compete with radio, or even newspapers. I *used* to respect those people.

At about this time we purchased a 35 mm still camera. We thought its slide quality superior to Polaroid products. Since negative slides could be processed within five minutes, we felt it offered something of an answer to our immediacy problem. We put it to use—and with rather startling results. After having covered numerous spot stories within 30 minutes of air-time, and getting them on the show, sometimes with on-the-scene taped backgrounds, we heard comment. "How do you boys get those pictures so fast?" Or, "That was sure fast work last night." People were talking about it.

If it was *anything* in particular, it was this response to the effects of a $90 piece of equipment that crystallized the thinking of those of us in the news bureau. Give the people news, as only television news can, and give it while it is still news.

MR. FIELDS

We knew what had to be done, and we started the job. We were encouraged by the public, and management, every step of the way. Sometimes slowly, sometimes faster than we hoped, we added to and improved our facilities. Today, instead of four men we have 11 and one woman. Everyone in the department, with the exception of the woman, can use a silent or sound camera. Everyone in the department, with the exception of three, can deliver news behind a camera or microphone. Six people can operate the Houston-Fearless high-speed film developer.

Today, instead of 10 newscasts a week we have 28. Instead of five weather programs a week we now have 28. Instead of a mere weather hobbyist to present those programs, we now have the services of two professional members of the American Meteorological Society.

Our newsroom of four years ago was quickly outgrown. Our headquarters now is almost exactly twice as large. A large triangular news desk seating six men would take up almost all of our former home. We now number among our facilities: six 16 mm silent cameras; two sound-on-film Auricons, both modified for portability; more than three lenses for each camera unit; light meters for each unit; two portable light units and several bar-lights; a complete dark-room and processor; a specially constructed editing table where two men can work; two radio-equipped panel trucks; four telephone trucks and one straight line; four recorders; three news teletypes from two services; three weather teletypes; a complete film library, cross-indexed, that is consistently current.

You may have concluded that our emphasis is strictly regional. We have found that such concentrated coverage provokes the most and best response. Over a year ago, we tired of attempting to present national film before it became history. We found telephoto and facsimile still-pictures dull, uninteresting and cumbersome to present. We concentrated our efforts where we could get our hands and teeth into the news.

To help us, we set up a correspondent system. We have 44 in Oklahoma—in every part of the state. We have regional men in three surrounding states. We pay a correspondent a stipulated amount for each foot of his film we use, replace his film, and reimburse him for mileage and expenses.

Each film received from a correspondent is constructively criticized. We hold a day-long seminar each year and send mimeographed material in between. A cash award is made each month for the best film.

What have we done with this organization and these facilities? In our business, you are as successful as you are watched and listened to. In 1953 one of our big newscasts had a Hooperating of 37. An NBC newscast immediately preceding had a rating of 38. A

Electric companies at work on atom power plants

Push development of vast new source of electricity

Top engineers of electric light and power companies are speeding work on ways to make atomic-electricity practical for everyday uses.

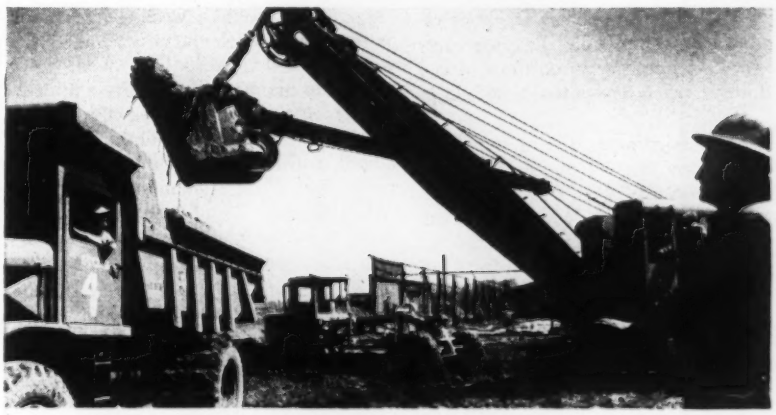
The first atomic-electric plant for serving the public is now being built near Pittsburgh, Pa. Proposals for four others—near New York, Chicago and Detroit, and in western Massachusetts — are in the hands of the Atomic Energy Commission.

The power from these pioneering plants will probably be expensive to make, yet will be sold at regular rates. From these first plants, however, the electric companies expect to learn much about more economical and efficient atomic-electric projects for the future.

Reducing the cost of making atomic-electricity is problem No. 1 —because electricity is already so cheap in America and we have plenty for our needs today.

However, the atom's promise of more power for the future is tremendous. The big job is to make it practical and economical. But the electric companies have solved other tough problems in bringing more and more electricity to more and more people, at lower and lower rates. They'll solve this one for you, too.

Electric company engineers arrange wooden models of the uranium rods that are the atomic fuel for certain types of atomic-electric plant. Several dozen such uranium rods can supply enough heat to generate a year's electricity for a good-sized city.



First commercial atomic-electric plant in America is under construction at Shippingport, Pa., near Pittsburgh. The atomic heat-producing unit will be below ground level. Turbines, generators and other electric equipment will be the same as in plants using other fuels.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

year later our Hooperating advanced to 40. The NBC rating had dropped to 26. In the past year, WKY-TV News maintained a constant five-to-one ratio over all local competitors. A Telepulse poll last May ranked one of our big newscasts as the *top multi-weekly program* in our market, network originations included.

Another measure of success, and justifiably so, is the return on the financial investment in news. *Television news alone* cost our company in excess of $85,000 last year. We are still investing in news. It is a profitable investment. We have no sustaining newscasts. I hasten to add, however, that we would emphasize news, even if this were not true.

In essence we found *where* we could hit news hard and well, and *how*. We concentrate on our own region. From September of 1954 to September of 1955, our staff and correspondents exposed a total of 288,392 feet of film. That is an average of approximately 25,000 feet a month. It is all processed, edited and scripted by our staff.

We try to take advantage of every story with a visual interest. We use the station's art department consistently. Almost any important story with related facts and comparisons can be illustrated graphically. We use film animation on occasion. In other words, where there is a story that deserves telling and where there is no "hard" visual element, we look for ways to "produce" that story. If it's a crop estimate, skillful use of film material, such as fields of grains and elevators, with animated figures and comparisons, will leave our viewer with a concise, interesting and even entertaining understanding of that story. Properly done there is no better presentation.

On good stories considerably out of our coverage area, we occasionaliy order film direct from the area. Some of these we staff with our own people. In the past year, we have had men in Europe, New York, Washington, Las Vegas and numerous other cities in the western half of the country.

We try, and I think we have succeeded, in identifying our station with news. We like to feel that the two are synonymous. Our people are known personally by every news source in our immediate area. Two men are covering these sources every morning, afternoon and night, seven days a week, 365 days a year.

On a recent assignment, one of our photographers, who is also an airman, jumped from a 50-foot fire-drill tower to a net held by firemen below. He made the jump, on his own initiative, with the camera running. One of our men covered a plane crash at night a few weeks ago. It was raining and muddy in the wheat field. He lost both shoes, but waded around barefoot for over an hour in 40-degree temperature to get the story.

In the news business there is always a deadline, of course. But we try to cut ours as fine as possible. One time we demonstrated our speedy handling of publicity. We filmed the beginning of a 20-minute news program on stage, processed and edited the film for presentation before the show was off the air. We try to have all our film processed within an hour of air time, but expect to handle several rush assignments a week.

There was a story in Dallas last year we followed closely. It involved a man accused of murder in Oklahoma. The film of the suspect's arrest was to arrive in Oklahoma City aboard a commercial plane at 5:30 p.m. The municipal airport is over 20 miles from our studios on the opposite side of town. We chartered a private plane from a private field a few miles from the station, met the airliner, flew it back, had the film in the processor five minutes before show time and on the air before the end of the news.

There are a number of challenges that confront and plague those of us in television journalism. Perhaps for want of a better term the industry has categorized some of these as "Freedoms of Information" problems. Some of the liberties granted other news media but unavailable to television news are lacking because of outright reactionaryism.

WKY-TV's Method: Education

There are various methods of attacking these problems. Some concentrate attack upon the institutions and their guardians responsible. Others try surreptitiously to capture rights not yet recognized as theirs. Our method has been one of education.

Two years ago the news bureau was stirred by the feeling that television newsmen were not being allowed the opportunity to report public court proceedings. A murder trial presented itself at this time and we decided on this case as our maiden attempt to break precedent. Our presentation to the judge was that television news was being denied the free access of information; that the public was being deprived of the most accurate representation of news events possible—that secured by modern camera equipment.

We were fortunate to be involved with an open-minded, interested, intelligent and fair jurist. To the jurist this problem involves two constitutional concepts—freedom of speech and fair trial. We convinced this judge there would be no danger to a fair trial as the result of television coverage. Since it was the first attempt, we went to great lengths to maintain the dignity and decorum of the court as it is presently known. A specially constructed booth, entirely enclosed, was located in the rear of the courtroom, and a cameraman stationed inside.

We secured sound-on-film testimony, the verdict and sentencing from the booth.

It was an encouraging start. To the best of our knowledge, it was the first time such a district court proceeding had *ever* been covered by television news. [Editor's Note: Another chapter in tv coverage of courts was written last fortnight when KWTX-TV Waco, Tex., covered a murder trial live (B•T, Dec. 12).]

This was the beginning. Other judges were contacted and convinced. In these contacts we spare nothing to impress the jurists that we are aware of our responsibilities in assuring a fair trial. We have never had to use the special booth again. But we always use an Auricon camera that makes no noise, and we never use lights. In over 60 court proceedings in the past year, we exposed approximately 12,000 feet of silent and sound film.

There was a much-publicized torture-robbery trial in Oklahoma last year. There were two trials—the first ended in a hung jury. On that first trial we exposed 1,350 feet of film. We hit it hard, but not sensationally. Following the trial, Clarence Mills, the presiding district judge, took note of our coverage and issued this statement:

"The constitution and laws, since our nation began, provide that the peoples' court shall at all times be open to the public, as a necessity of due process of law. Modern means of news coverage have made possible a more adequate extension of this great right. The courts must keep in step with such means. The coverage of this trial, a very important one for this city, county and state, has been accurately, carefully and considerately done by these fine, courteous newsmen. We are all indebted to them."

A few weeks ago two persons were killed within twenty-four hours at a dangerous intersection just outside Oklahoma City. We did a good feature on it. The next day all the signs conceivably necessary at the intersection were present.

A constable with a criminal charge pending against him defeated an opponent in a primary election last summer. We concentrated on the story. He was overwhelmingly defeated in the general election.

A few motorists told us of some loosened spikes at a railroad crossing, causing a hazard to automobile tires. We ran a story, and the railroad crew was out the next morning.

A woman was burned out of her home two days before Christmas last year. We filmed the event and stated simply that for any who cared to contribute to a happy holiday for this woman and her family, we would handle the arrangements. It *was* a happy Christmas.

Weather is an adjunct of our news bureau. WKY-TV a few years ago led the way in getting the weather bureau to publicize specific tornado warnings. Tornado warnings take precedence with us. They are aired immediately and frequently. News and weathermen are required on duty during the extent of an alert.

Last spring a tornado struck Blackwell, Okla.—taking 22 lives and devastating 30 city blocks. Blackwell got its only warning from television and radio. The same tornado struck Udall, Kan.—a community of some 1,500. In Udall, where there was no warning, there was comparable damage, but *three times as many fatalities*.

Perhaps some of us in this business helped save some lives. Things like these, that make up the television news business, make work, and life, a little more worthwhile. And of one thing I am convinced. An aggressive, competent news establishment can make a television station individually outstanding.

"I had only his word to cover a $25,000 loss..."

"Late Friday afternoon I learned that merchandise would be moved into my new store over the weekend. I phoned my agent and told him I was worried about having $25,000 worth of stock lying around without fire insurance. 'Don't worry,' he told me, 'you're protected right now. I'll notify the company at once.'

"Two days later, on Sunday, fire burned me out. I called my agent at his home and told him what had happened. He said he would call the company first thing Monday morning and give them the facts. When the facts were confirmed, I was paid for my loss. My agent's word had given me complete protection."

★

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WHY OVERSPEND FOR MID-SOUTH COVERAGE WHEN WERH REACHES MORE RADIO HOMES THAN ANY 10 STATIONS IN THE SAME AREA COMBINED.

WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominate nearly 200,000 radio homes. Annual Retail Sales average $497,000,000 . . . Drugs $12,800,000 . . . Food $122,000,000 . . . Automotive Stores $88,818,000 . . . 1954 Consumer Spendable Income $917,000,000.

General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY		
Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0
Distribution of Listening Homes Among Stations		
WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH

An Affiliate of the
KEYSTONE BROADCASTING SYSTEM

National Representatives
HIL F. BEST CO.

KGW, KTLV (TV) PORTLAND SET MERGER; $1 MILLION IN COLOR EQUIPMENT ORDERED

Other important transfers last week include WDSU expanding holdings in Baton Rouge; sale of WDGY Minneapolis-St. Paul to Mid-Continent Broadcasting Co.

MERGER of KGW and KTLV (TV) Portland, Ore., was announced last week at the same time that the tv station reported it had signed a $1 million contract with RCA for the largest RCA color installation among all non-network-owned stations in the country.

At the same time, WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans) announced it was increasing its holdings in WAFB-AM-FM-TV Baton Rouge from its present 19.3% to 57%. WAFB-TV is a uhf station.

And an application for FCC approval of the sale of WDGY Minneapolis-St. Paul by Herman Lange and C. T. Hagman and associates to Mid-Continent Broadcasting Co. (Todd Storz) for $334,200 was filed.

KGW is now owned 40% by KING-AM-FM-TV Seattle (Mrs. A. Scott Bullitt) and 60% by Portland residents. KTLV, ch. 8 permittee, is owned 60% by KING and 40% by Portland residents. After the merger, which is a stock transaction, the KGW-KTLV property (under the name of North Pacific Tv Inc.), will be owned 63% by Mrs. Bullitt and associates, 11.6% by Henry A. Kuckenberg, 2% by Gordon D. Orput, 5.3% by Paul F. Murphy and .66% by W. Calder McCall. Mr. Orput will continue as president; Mrs. Bullitt as executive vice president; Messrs. Murphy, Kuckenberg and Henry B. Owen, vice presidents; Mr. McCall, treasurer; Prescott W. Cookingham, secretary, and Otto P. Brandt, asst. secretary. James L. Middlebrooks is general manager of the tv station.

In what was announced as the first installation of its kind in the country, the station and RCA reported the sale of a complete RCA 100 kw vhf tv transmitter and high gain superturnstile antenna to radiate maximum 316 kw. The tv station also plans to move its antenna site to West Hills, where it will erect a 46-ft. antenna atop a 600-ft. tower. Other equipment in the purchase includes a color film camera system, six camera chains for studio and field use and the latest microwave equipment.

The installation is expected to be operating before July 1956.

The WDSU increase in holdings brings its investment to $225,000 in the WAFB stations.

In announcing the purchase of additional stock, Edger B. Stern Jr., president of WDSU, noted that a number of Baton Rouge stockholders will retain their present interests in the company.

Additionally Mr. Stern said: "Our increased interest in Modern Broadcasting Co. [licensee of the WAFB stations] substantiates our confidence and faith in television in general, and especially in the position of uhf operation in the growing Baton Rouge market. . . ."

WAFB-TV operates on ch. 28 and holds both the CBS and ABC affiliations. WAFB-AM is a Mutual affiliate.

In filing its application for FCC approval of the purchase of WDGY, Mid-Continent Broadcasting Co.—60% owned by Robert Storz and 40% by Todd Storz—included an Oct. 31, 1955, balance sheet which showed current assets of $452,082, of which $246,479 was cash; current liabilities of $366,451 and a surplus of $487,596.

WDGY's balance sheet as of Sept. 30, 1955, showed total assets of $360,636, of which $39,174 were current assets. It also listed current liabilities of $117,735.

Mid-Continent owns KOWH Omaha, WTIX New Orleans and WHB Kansas City.

BOB KILPATRICK (seated) is welcomed to his new post as sales manager of KTVW (TV) Seattle by General Manager William Veneman. Mr. Kilpatrick formerly was local sales manager of KING-TV Seattle, and before that was sales manager of KXA Seattle.

Scripps-Howard Radio, Tv Switch to Blair

THE Scripps-Howard radio and television stations will switch their national sales representation to the John Blair radio and television organizations, it was learned last week.

Jack R. Howard, president of Scripps-Howard Radio Inc., confirmed that such a transfer from the Branham Co. was in process for all the Scripps-Howard licensee stations. These include WCPO-AM-TV Cincinnati, WEWS (TV) Cleveland, and WNOX Knoxville.

There was speculation whether WMC-WMCT (TV) Memphis also would eventually follow suit. These stations are licensed to the Memphis Pub. Co. *(Memphis Commercial Appeal* and *Press Scimitar),* and are separately operated. General Manager Henry W. Slavick said these stations "contemplate no change at present."

Among the others, the switch from Branham to Blair becomes effective Jan. 1 for WEWS, according to Vice President and General Manager James C. Hanrahan; on the same date for WCPO-AM-TV, according to Vice President and General Manager Mortimer C. Watters, and on Feb. 29 for WNOX, according to Vice President and General Manager Richard B. Westergaard.

The radio stations will be handled by John Blair & Co. and the television stations by Blair Tv Inc.

Mr. Howard said the decision to change was made "extremely reluctantly" and that "our personal relations with the Branham Co. have been all you could want" over the years.

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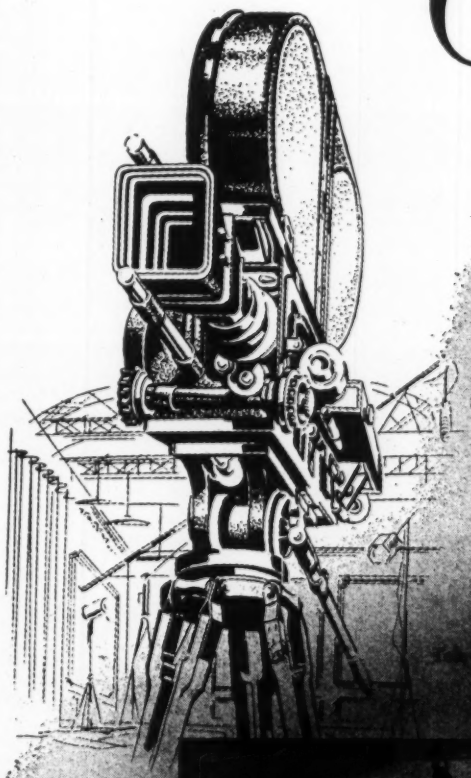

The matchless technical perfection which a Mitchell camera brings to a film can repay the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

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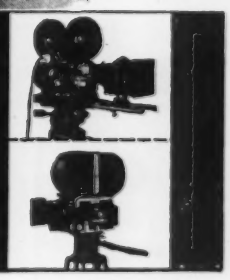

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WHBF am. fm. tv.

is the

"Quad-Cities' Favorite"

. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
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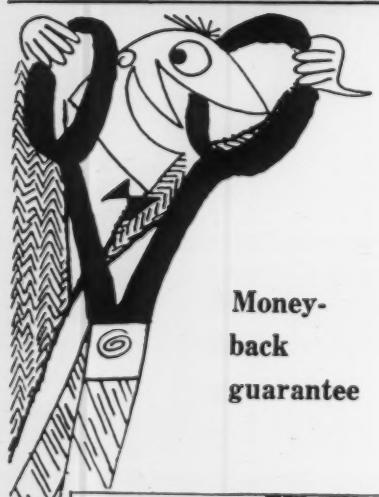

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Court Order Halts Bankrupt KTVQ (TV)

BANKRUPT KTVQ (TV) Oklahoma City ceased operation Dec. 15 under court order—but it didn't go down without a fight. In a "last minute" maneuver to stay on the air and recoup "severe" financial losses, the ch. 25 station asked the FCC for special authority to operate on educational ch. 11 Tulsa until the permittee, Oklahoma Educational Tv Authority, is ready to commence operation with its KOED-TV.

KTVQ, which has been operating under a trusteeship since December 1954, was ordered by the U. S. District Court for western Oklahoma, to cease operation unless authorized to operate on a vhf channel. As the FCC did not act on KTVQ's request, the station was bound by the court order to get off the air. Both the Oklahoma Educational Tv Authority and the Joint Committee on Educational Tv filed with the Commission objections to KTVQ's proposed Tulsa operation.

KTVQ, ABC-TV affiliate in Oklahoma City, reported that since the date of trusteeship its losses have been about $115,000. Other operating stations in Oklahoma City are KWTV (TV), ch. 9, and WKY-TV, ch. 4.

KTVQ cancelled commercial programming to air a special telethon Thursday evening before conforming to the court order. The telethon carried appeals to viewers, utilizing talent, interviews and other features to dramatize its "uhf problem" and asking viewers to express their comments.

Troy Hoskins, KTVQ sales and acting manager, told B•T that cessation of operation would result in the loss of about 80% of ABC-TV programming to Oklahoma City viewers. Mr. Hoskins declared that sufficient funds to enable KOED-TV to commence operation would not be available until 1957, when the legislature again meets, but that if the educational group could have raised the money before that time KTVQ would have relinquished the channel.

Mr. Hoskins said he contacted Oklahoma Gov. Raymond A. Gary, the local mayor, councilmen, advertisers, agencies and others inviting comments on whether Oklahoma City viewers should be "deprived of a third vhf station."

KTVQ said it was prepared to continue operation from its present studios in Oklahoma City, renting the tower and transmitter of deleted ch. 19 KMPT (TV) Oklahoma City if FCC had granted its bid for the Tulsa channel.

Blair Presentation Explains Penetration of Farm Radio

THE VALUE to advertisers of reaching the farm market through local farm radio programs is pointed up in a new John Blair & Co. slide presentation previewed in New York last week.

Titled "Farm Service Radio—Immediate Road to Greater Farm Sales," the presentation is part of the station representation firm's overall effort designed to show that the future of radio lies in local radio that is tied to local personalities. Before the presentation, Wells H. Barnett Jr., assistant to the president, pointed out that Blair represents 39 radio stations, of which 25 have farm directors or carry farm programs.

Albert C. Long, sales executive of Blair, provided commentary to the presentation, which emphasized three main points. These were that farm radio provides vitally needed information to the farmer; gives him this news and data speedily, and focusses its attention on local developments in the community.

The presentation also stressed that only radio penetrates the whole farm market. It claimed that radio reaches 98% of all farm homes, while television is available to only one out of two homes, and even combinations of farm publications cannot deliver the whole farm market.

The importance of radio farm directors was highlighted in the presentation. It asserted that farm directors are qualified agricultural experts and often influential local leaders who share the farmer's life and "talk his language." The presentation concluded with case histories of several advertisers who have successfully used farm service radio.

Mr. Barnett reported that the presentation has been shown to some advertisers and agencies in the past few weeks, and will be given to many of the 150 companies that have used farm radio in the past. The presentation also will be shown to potential sponsors in the consumer products and service fields.

Larson Named to New Post With Meredith Co. Stations

APPOINTMENT of Alfred Larson, commercial manager of KPHO-TV Phoenix, Ariz., as assistant to the director of radio and television for the Meredith Publishing Co. was announced last Friday by Payson Hall, Meredith treasurer and director of radio and television.

MR. LARSON

Mr. Larson will assist in the coordination of policies and operations of the Meredith broadcasting group consisting of KPHO-AM-TV Phoenix; WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, and KCMO-AM-FM-TV Kansas City, Mo.

Howard Stalnaker, commercial manager of KPHO, will succeed Mr. Larson as KPHO-TV commercial manager.

Other promotions at KPHO-AM were announced by Richard Rawls, general manager. They are the appointments of Gene Spry as assistant manager; Gene Packer as commercial manager; John Crowley as national sales manager, and John Green as program director.

KSON Promotes Executives

RABELL ENTERPRISES, licensee of KSON San Diego, has announced three personnel changes: Dorothy Rabell has been appointed executive vice president; Emery Chase, station manager, named vice president in charge of sales, and Jack Rathbun, operations director, appointed vice president in charge of operations. KSON reports a 35.8% increase in advertising revenue for the first 11 months of 1955 over the same 1954 period.

WCDJ Edenton, N. C., on Air

WCDJ Edenton, N. C., has gone on the air as a 1 kw daytime operation on 1260 kc. Officers of Colonial Broadcasting Co., which operates the station, are Ray A. Childers, president and commercial manager; William E. Johnston, general manager; Harry M. Doggette, program director and promotion manager, and Max H. Barnes, chief engineer.

GOING PLACES *on the great turnpikes with Cities Service...*

Driving along the major turnpikes, as millions did last year, it is easy to see that Cities Service has more stations on principal toll highways than any other oil company. During 1954, motorized Americans bought more Cities Service petroleum products than ever before.

CITIES SERVICE

A Growth Company

Number 16 of a series

Murray Named By Pa. Group Seeking Am Outlets in East

A GROUP of Pennsylvania businessmen seeking Eastern radio properties has named Louis H. Murray, former general manager of the Miners Broadcasting Service Inc. (WPAM Pottsville and WLSH Lansford, both Pa.), to head their project.

The investors plan to establish or buy small or medium market radio stations in the East and are presently negotiating with Pennsylvania and West Virginia broadcasting interests. Television property acquisition is not in the immediate plans of the group, Mr. Murray said, but "is not being ignored," either.

Besides Mr. Murray, interests in the new group are held by Martin F. Malarkey, president of Trans-Video Corp., operator of community antenna systems in five secondary Pennsylvania and Virginia markets, and president of the National Community Television Assn., and John L. Miller, owner-operator of several Pennsylvania bleaching, dyeing and textile plants.

Before joining the Miners' organization Mr. Murray was with CBS in New York. He is a co-founder of Department Store Studies, a radio sales research firm.

Duggan's On-Air Remarks Bring Contempt Citation

RIGHT of "fair comment" over the air was raised last week in Chicago Superior Court in contempt proceedings involving Tom Duggan, commentator at WBKB (TV) that city.

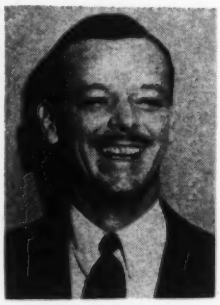
Mr. Duggan, whose real name is Thomas Duggan Goss, was found guilty of contempt in a child custody case last Wednesday for remarks he made over the air in connection with the trial. Judge Daniel A. Covelli was scheduled to pass sentence Friday after earlier denying motions for a new trial and arrested judgment. Legal counsel for Mr. Duggan said he would appeal the conviction.

The WBKB commentator is a corespondent in a divorce-child custody case involving Carl Champagne Jr. and his wife, Shirley. During the trial Mr. Duggan admitted calling a private detective, over the air, "a professional sneak and a liar." Sol R. Friedman, his attorney, argued that Mr. Duggan's remarks presented no "clear and present danger" to the administration of justice, and stressed the "right of fair comment" on court proceedings.

Mr. Duggan appears on WBKB from 11:10-12 midnight daily.

Gil Johnston Named KWK Sales Manager

GIL JOHNSTON became sales manager of KWK St. Louis Dec. 8, replacing Jack Henderson, resigned, according to an announcement by V. E. Carmichael, vice president-commercial director, KWK Inc.



MR. JOHNSTON

Mr. Johnston entered broadcasting in 1936 with WBBM Chicago, moving to KMOX St. Louis after World War II. In 1951 he returned to WBBM as sales manager. He also was formerly on the staff of CBS Television Film Sales, New York.

Zeckendorf Eyes Expansion Of Holdings in Television

NEW YORK builder William B. Zeckendorf—who has joined forces with broadcaster John B. Mullins in purchasing 50% interest in KBTV (TV) Denver with prospects of additional tv and radio expansion in other markets [B•T, Dec. 5]—thinks tv would be a valuable "adjunct" to his myriad real estate holdings in cities throughout the nation.

Although he did not define the term adjunct, he did enumerate some of the cities where he and Mr. Mullins are interested in acquiring tv stations. In an interview with B•T last week, the Webb & Knapp president declared that he would be interested in owning tv stations in such cities as New York, Washington, Philadelphia, Atlanta, St. Louis and Los Angeles. In each of these cities, the Zeckendorf interests have major building projects underway or in the planning stage.

The Webb & Knapp building and construction investments total about $250 million. In Denver a $60 million project is underway, including a hotel, department store, warehouse, and other facilities. Eighty percent of the company's assets are in New York City. In Washington a $200-$300 million redevelopment project is under consideration. In other cities, various housing and commercial projects are either owned or underway.

Some time ago, Mr. Zeckendorf announced the prospects for a tv center in New York. This is still an active plan on a "casual" basis, Mr. Zeckendorf said.

FOR A HAPPY PRESENTATION

The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.

Because Precision's staff of specialists adds its own creative efforts to yours by the use of *specially* designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original...Yes, and maybe more!

So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the *accurate, sound and exact* processing your films deserve. Remember: Precision is the pace-setter in processing of all film. No notching of originals—scene to scene color correction, optical track printing, all are the very best...35mm service, too!

you'll see and hear

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER, INC.

In everything, there is one best . . . in film processing, it's Precision

Davis Named Gen. Mgr. For KYW Philadelphia

GORDON W. DAVIS, KYW Philadelphia program manager, has been appointed general manager of the station, Rolland V. Tooke, Westinghouse Broadcasting Co.'s vice president for Philadelphia, announced Thursday. Mr. Davis succeeds Robert H. Teter, named a fortnight ago to the newly created position of executive assistant to the president of WBC [B•T, Dec. 12].

MR. DAVIS

Mr. Davis has been with the station since June 1947 and program manager since July 1951. His association with radio dates back 18 years and includes experience as a radio actor, writer and announcer as well as activity as an Air Force correspondent for *Stars and Stripes* covering the Pacific area during World War II. Mr. Davis was associated with KIRO Seattle as a writer and director immediately preceding his entrance into the Air Force in January 1943.

In the early part of his career, Mr. Davis was radio director for F. A. Ensign, Pittsburgh advertising agency. WBC credits him with the "New Sounds" programming at KYW which inaugurated the weekend program, *Open Road, USA* (special documentaries) and the show, *Tributes* (name bands of present and past saluted via four-hour music sessions).

Lamb Buys 100,000 Shares Of Seiberling Rubber Co.

PURCHASE of over 100,000 shares of common stock of Seiberling Rubber Co., Akron, Ohio, by a group headed by Edward Lamb (Edward Lamb Enterprises) was announced last week by Frank C. Oswald, vice president, Edward Lamb Enterprises.

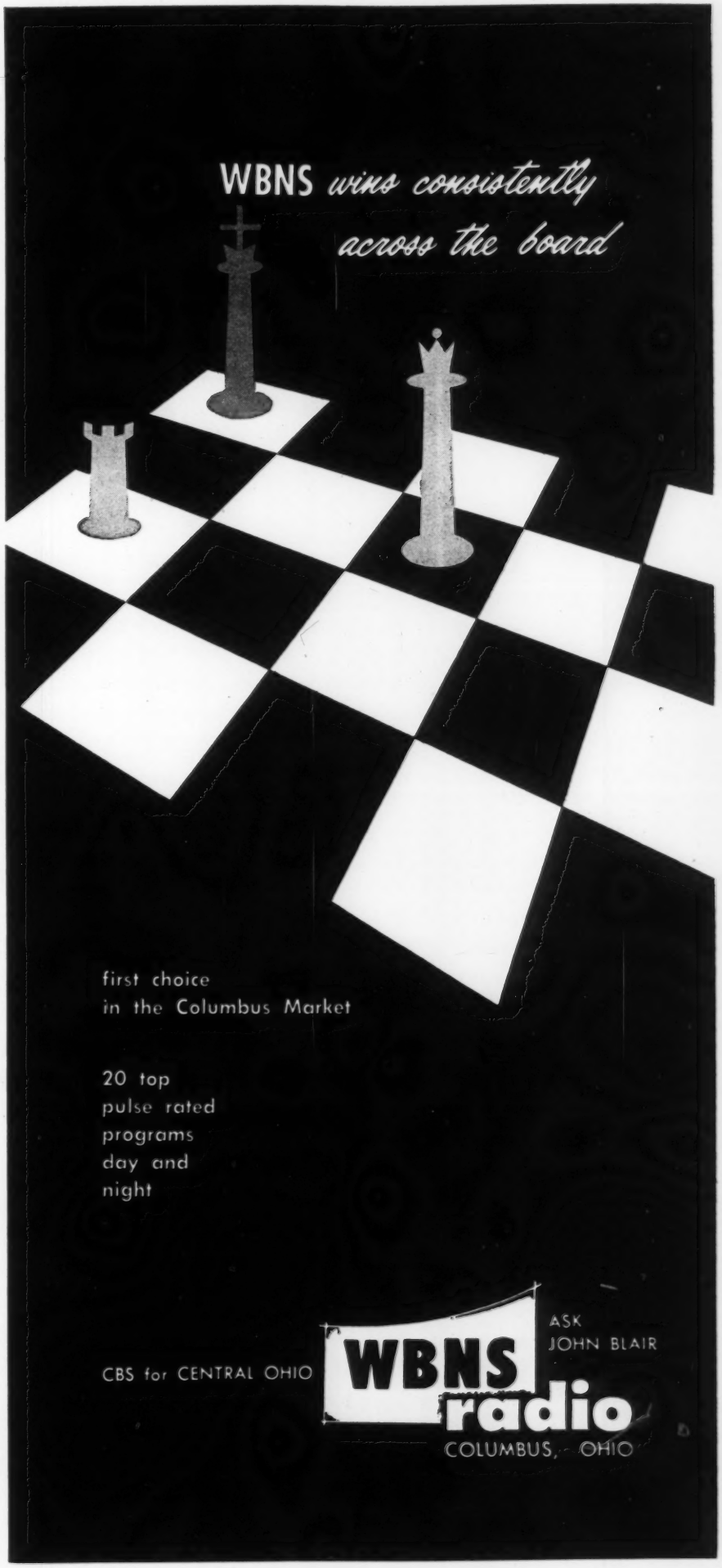
The Lamb interests own WTOD Toledo, WIKK and WICU-TV Erie, Pa., WHOO-AM-FM Orlando, Fla., WMAC-AM-TV Massillon-Canton, Ohio, and have an application before the FCC for purchase of WTVQ (TV) Pittsburgh. In addition, Mr. Lamb has controlling interest in Unity Corp., applicant for ch. 11, Toledo.

There are 391,430 shares of Seiberling common stock outstanding. Mr. Oswald declined to say whether an attempt would be made by Lamb Enterprises to gain control of the tire company. He said Mr. Lamb acquired the Seiberling stock "for investment purposes."

Jan. 1 Beginning Set By KOSA-TV Odessa, Tex.

KOSA-TV Odessa, Tex., is scheduled to go on the air Jan. 1 with an effective radiated power of 107 kw. The ch. 7 CBS-TV outlet is equipped with a 10 kw GE transmitter using a 12-bay antenna with an average height of 1,000 ft. above average terrain. The building housing the new station comprises 10,000 sq. ft. with a studio 45-45-23 ft.

Cecil L. Trigg is president-general manager; John Vacca, station manager, and Ed Costello, sales manager.



'GO': A TV METHOD OF PINPOINTING CITY TRAFFIC EVILS

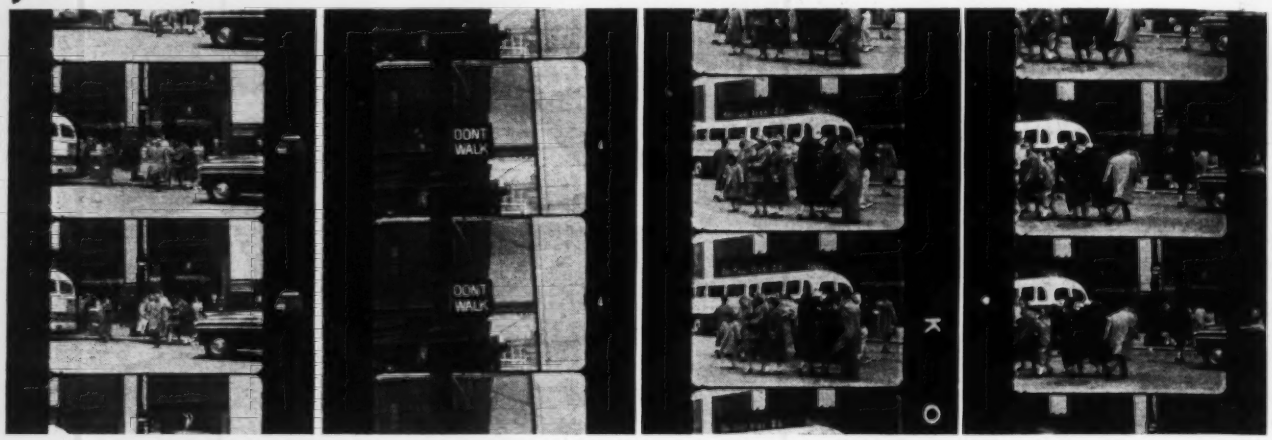
DEDICATED to a critical examination of Cleveland, Ohio, traffic problems, *Go*—a series of programs instituted by WNBK (TV) in that city—not only has served as an educational offering to the public but has resulted in major changes for safety by local traffic officials.

The successful series of half-hour shows—carried both on the Cleveland television station and its sister radio station WTAM—began a year ago and returned to the airways this fall with a "follow-through" report.

One major proposed traffic change already has been announced on the new series: the recommendation by Cleveland's traffic commissioner to the city's postmaster that all postal trucks be removed from downtown areas during rush hours in an effort to expedite the flow of traffic through the bustling metropolis.

Other television "firsts" revealed by the program include a report on a faulty setup in pedestrian traffic signals; construction of buildings in the path of a projected freeway; a "shocking" disclosure of parking violations in the downtown area, and a number of temper-wracking intersection traffic bottlenecks in downtown Cleveland.

Guest traffic experts appear on *Go*, and motion pictures of local scenes highlight, illustrate and pinpoint specific traffic evils and needs in the community. Edward Wallace, WNBK's director of news and special events, conceived the program, which is written by Sanford Markey and directed by Charles Dargan.



FILMS are used on the WNBK (TV) program "Go" to illustrate traffic hazards in Cleveland, Ohio. In the first clip, a pedestrian starts from the curb in the good graces of the law although it is a toss-up whether the car at right can stop for the quick light change. Next, the signal suddenly switches to "Don't Walk." (Several downtown pedestrian signals such as this actually endanger rather than safeguard pedestrians by not allowing sufficient time for them to cross, WNBK says.) Once in the middle (third clip) the pedestrian is stranded between moving traffic and (fourth scene) he takes his life in his hands trying to get back.

WCME Begins Operation

WCME Brunswick, Me., operating on 900 kc with 250 w power, went on the air Friday on a daytime basis.

The station is licensed by the Westminster Broadcasting Corp., whose officers are Roger H. Strawbridge, president; Clifford G. Kemberling, vice president, and Glenn H. Hilmer, treasurer.

WCME's format includes music, news every hour, sports events and remote broadcasts.

WEAT-AM-TV Names Kerr

WEAT-AM-TV West Palm Bach, Fla., has appointed Gordon R. (Don) Kerr as general manager, it was announced last week.

MR. KERR

Before joining the Florida station, Mr. Kerr served as general sales executive of *The Boston Post's* WCOP, and prior to that served as sales manager of General Teleradio's WGTH-AM-TV Hartford, Conn. He entered broadcasting as an announcer in the metropolitan New York area.

Dolan to Leave WABD (TV)

JAMES M. DOLAN, WABD (TV) sports director and former supervisor of sports programs for the DuMont Television Network, will resign his current post Jan. 1. Mr. Dolan, joined DuMont in September 1952 as exploitation director for the Allan B. DuMont Labs' receiver division and transferred to the network the following July. Before his association with DuMont, he was director of sports for NBC-TV.

STATION PEOPLE

Dick Sloan, WGBS-TV Miami, Fla., appointed sales manager of station. Before joining WGBS-TV last February he was with sales department of KXLY-TV Spokane, Wash., and WJHP-TV Jacksonville, Fla.

MR. SLOAN

Julian Harris, assistant station manager, WDAF Kansas City, Mo., named program director, succeeding **Harry J. Kaufmann,** who died Dec. 3.

Jerome A. Stone, general manager, WNDB-AM-FM Daytona Beach, Fla., to Voice of America staff as special assistant for field relations. He succeeds **John J. Slocum** who has transferred to the U. S. Information Agency's inspection staff.

Thomas B. Cookerly, Jefferson Standard Bcstg. Co. (WBT-AM-TV Charlotte, N. C., WBTW (TV) Florence, S. C.), named Carolinas' sales manager for WBTV. Since joining Jefferson Standard in 1952, he has served in promotion, radio and tv sales departments.

MR. COOKERLY

Phil Ellis, senior announcer and director of special events, WPTF Raleigh, N. C., named director of news and special events, succeeding **J. Edgar Kirk,** resigned to join N. C. Dept. of Conservation and Development. **Warren Barfield,** WPTF producer, promoted to assistant program manager of the station.

Irv Prell, sales manager at KGA Spokane, Wash., named time salesman for KHQ-TV same city.

Russ Andrews, WFBR Baltimore, to WAYE Baltimore, as news director. **Frieda Boessel** to WAYE. **Duane Cornett** promoted to chief engineer at WAYE.

Willard S. Smith, formerly radio-tv director, Brooke, Smith, French & Dorrance, N. Y. advertising agency, named manager of promotion and merchandising of WJBK - TV Detroit.

MR. SMITH

Jim Miller, veteran newsman from the *Nashville Tennessean,* to WLAC Nashville, Tenn., as news director.

Robert R. Nollner, formerly radio-tv instructor, University of Houston, Houston, Tex., to Memphis Community Tv Foundation, Memphis, Tenn., as assistant chief engineer.

Bill Brundige signed by KFWB Los Angeles to do play-by-play of USC-UCLA basketball games.

Ray Loter, Steve Brody and **Dave Beckett** to KSLM Salem, Ore., program staff.

John Croft, formerly national sales manager, WJTV (TV) Jackson, Miss., to WFBM-TV Indianapolis, Ind., as account executive.

James H. Carmine Jr., former sales representative, WPTZ (TV) Philadelphia, to KYW Philadelphia, sales staff.

Robert F. Lewis, free lance announcer, director and producer for tv and motion pictures with National Artists' Chicago bureau, to KOMO Seattle, as account executive in local sales.

Dean Hunter, KYW Philadelphia disc jockey under the name of Gabe Miller and **Peter C. Tripp,** WHB Kansas City disc jockey, to WMGM New York.

Lee Pearson, announcer and emcee, KLRF-TV Las Vegas, to KBIF Fresno, Calif., as continuity editor. She replaces **Pat Cameron** who resigned to become a full-time housewife.

Bob Lockhart, CJCH Halifax, Nova Scotia, to CJON St. John's, Newfoundland, as announcer.

Allan W. Kurman, assistant program director and copy chief, KGGM Albuquerque, N. M., to production department scheduling staff of WBBM Chicago.

William Carl Jorgensen, former night news editor, WIBC Indianapolis, Ind., to WTVN Columbus, Ohio, as newscaster.

Ray Scott, sports director, KDKA-TV Pittsburgh, named by ABC as co-announcer of Sugar Bowl game (Ga. Tech vs. Pittsburgh) Jan. 2. He will share play-by-play and color duties with **Bill Stern.**

Henry B. Clay, executive vice president-general manager, KWKH Shreveport, La., elected president of Shreveport Chamber of Commerce.

William Fay, president, Stromberg-Carlson Broadcasting Corp. (WHAM-AM-TV Rochester, N. Y.), appointed vice president of Rochester Chamber of Commerce.

Jack Krueger, news director, WTMJ-AM-TV Milwaukee, Wis., elected president of Milwaukee chapter of Sigma Delta Chi, national professional journalism fraternity.

Thomas C. McCray, general manager, KRCA (TV) Los Angeles, elected to Los Angeles Electric League board of directors as representative of television broadcasting division.

Among the many blessings of each
Christmas holiday
Is the opportunity it gives for all
of us to say—
Season's Greetings to our friends
whether far or near
And all the best of wishes for
a wonderful New Year!

SESAC Transcribed Library

475 FIFTH AVENUE

NEW YORK 17, NEW YORK

FOUND:

a welcome answer to your business gift problem

For a gift that's sure to please, give one you'd like to receive yourself—Hennessy, the world's preferred Cognac Brandy. Just go to your local store and see all of the colorful, imported Hennessy gift packages and distinctive bottles ranging from about $3.50 to $20. No matter which you choose, yours will be a gift of good taste that is sure to please.

★ ★ ★

HENNESSY

THE WORLD'S PREFERRED
COGNAC BRANDY
84 Proof Schieffelin & Co., New York

— PERSONNEL RELATIONS —

N. Y. AFTRA Reports Board Election Results

A "MIDDLE-OF-THE-ROAD" faction of the New York Local American Federation of Television & Radio Artists has elected 27 members to the board of directors and a segment of the local known as the "right wing" has elected eight members to the board.

Of some 4,000 members eligible to vote, 1,621 participated, said to be the largest number of voters in the history of the New York AFTRA elections.

Winning "middle-of-the-road" candidates were Louise Albritton, Leslie Barrett, Jim Boles, Faye Emerson, Garry Moore, John Henry Faulk, Cliff Norton, Dennis Patrick, Luis Van Rooten, Elise Bretton, Stuart Foster, Del Horstmann, John Neher, Jim Polack, Earl Rogers, Martha Wright, Charles Collingwood, Cy Harrice, Jay Jackson, Dick Stark, Barbara Ferguson, Janice Rule, Helena Seroy, Orson Bean, Lee Goodman, Ronny Graham and Stan Burns.

Winning candidates on the "right wing" slate were Alan Bunce, Clayton (Bud) Collyer, Walter Kiernan, Conrad Nagel, Ethel Waters, William Tabert, Rex Marshall and Beatrice Kraft.

The election results are said to have special significance because in past years the "right wing" group usually has been dominant. For some years the competition has been between the "right wing" and so-called "left wing" factions, which this year failed to enter a slate.

The split into the three factions arose sometime ago over intra-union matters such as status of members "blacklisted" for supposed sympathies toward alleged Communist-led fronts, members who refused to testify before governmental bodies, and other issues.

Tower Testifies Against Wage-Hour Standards Boost

AN INCREASE in dollar standards applying to exemption of employes under the Wage-Hour Act would harm small-market broadcasters "already harassed by a multiplicity of wage-hour problems," Charles H. Tower, NARTB employer-employe relations manager, said Wednesday at a Wage-Hour Administrator's hearing in Washington.

Inflexible dollar standards, Mr. Tower said, are discriminatory and inequitable unless they are "low enough to be equitable for the lowest legitimate segment of a covered industry."

— EDUCATION —

EDUC. TV TO GET $6.5 MILLION GRANT

Ford Foundation to allot $6,353,840 to Educational Television and Radio Center and $140,000 to Joint Council on Educational Television.

THREE GRANTS totaling $6,493,840 will be made by the Ford Foundation in support of educational television, it was announced last Friday.

Recipients are the Educational Television and Radio Center, Ann Arbor, Mich., which will receive one grant for $6,263,340 and another for $90,500, and the Joint Council on Educational Television, Washington, D. C., which will receive a grant of $140,000. The council's name was changed Dec. 19 from Joint Committee on Educational Television when it was enlarged to include the Ann Arbor center.

The larger of the two grants to the ETRC will cover major operating costs of the organization from 1957 through 1959, according to Center President H. K. Newburn. It will be possible with this support to accelerate the center's program service to educational tv stations "both quantitatively and qualitatively," he said.

The second grant to the ETRC will be used to continue certain activities which for the past three years have been the responsibility of the National Citizens Committee for Educational Television, headquartered in Washington, D. C., and whose purpose has been the development of "enlightened support among educators and laymen on a national basis."

The third grant, made to the Joint Council on Educational Television, will be used on activities centered in the Nation's Capital and which include "the preservation and utilization of those channels reserved by the Federal Communications Commission for educational television and radio stations."

Announcement of the three Ford Foundation grants was made jointly by Ralph Lowell, chairman of the board of ETRC, and Albert N. Jorgensen, chairman of the JCET.

Ford funds have been allotted through Fund for Advancement of Education to WQED (TV) Pittsburgh ($57,000) and KETC (TV) St. Louis ($95,110), educational outlets, for direct teaching by television. Penn State U. and New York U. ($52,359), have grants for experimental closed circuit teaching, with funds also going to Canadian institutions.

Another foundation unit, Fund for Adult Education, has granted around $5 million, including matching funds (on a 1-to-2 basis) to promote construction of educational tv stations. First grants to the Ann Arbor center came from the adult education fund. Last week's grants to Ann Arbor were the first made directly by the foundation and insure the center's continuance for several more years.

WNBF-TV, Disney Arrange Binghamton School Tie-In

PLANS to use supplementary teaching materials dealing with the *Mickey Mouse Club* and *Disneyland* tv programs (ABC-TV) in Binghamton, N. Y., schools were formed at a meeting last week of local educators with officials of WNBF-TV Binghamton, Walt Disney Productions and the radio and television division of Triangle Publications, owner of WNBF-AM-TV.

More than 70 officials of schools in northeastern Pennsylvania and southern New York heard descriptions of the classroom aid material, prepared by Walt Disney Productions and distributed by ABC, for use in conjunction with the two Disney programs, carried locally on WNBF-TV. The material, intended primarily for the teacher, consists of detailed descriptive matter on the two programs, including "Tele-Digests" of upcoming program content which particularly lends itself to classroom study. The educators agreed to use this material during the coming year.

Among speakers at the meeting were George R. Dunham, general manager of WNBF-TV, who applauded the educators for cooperating with broadcasters in the educational effort; Edward Scala, program director of the station, who traced the development of educational themes and material in tv programs since the advent of the medium, and Edward Rasch, eastern manager of the 16 Millimeter Film Div. of Walt Disney Productions, who outlined ways the materials might best be utilized.

Chicago Educational Outlet Expands to 30 Hours Weekly

WTTW (TV) Chicago last week began regular, extended program operation as the city's first educational, non-commercial television station.

WTTW has been operating on a limited two-day-per-week test basis for over two months and now has increased its programming to a five-days-a-week, 30-hour schedule. The station, on ch. 11, is licensed to the Chicago Educational Television Assn.

Ceremonies marked the unveiling of WTTW's new studios in the Museum of Science and Industry Dec. 11. Illinois Gov. William Stratton and Chicago Mayor Richard J. Daley joined in the dedication, both predicting a bright cultural future for the station and the city.

EDUCATION SHORTS

WPRU Princeton, N. J., university student station, changed call letters to WPRB-AM-FM.

University of Oklahoma radio broadcasting dept., Norman, has added two cameras, sync generator, multiplexer and new lighting equipment to its instruction facilities.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

FIVE COLOR LINES ANNOUNCED BY RCA

Plans revealed at midwinter sales meeting include 24 black-and-white models. Color prices begin at $695 with large promotion planned to sell the public.

RCA expects to produce twice as many color tv receivers in the first half of next year as compared to the last half of 1955 and shortly after the first of the year will market its first complete line of 21-inch color sets ranging at retail from $695 to $995.

Disclosure of RCA's plans was made last week in Atlantic City, N. J., at the annual midwinter sales meetings of the firm's consumer products divisions.

The basic color line will offer a table model ($695), a consolette ($795) and three consoles—an open-face model ($795), the traditional door receiver ($995) and a provincial door model ($995), according to C. P. Baxter, vice president and general manager, RCA Victor Television Div.

Mr. Baxter told the sales meeting that RCA will produce color sets in quantity backed by promotion "of sufficient magnitude" to "convince everyone beyond any shadow of doubt that color television will be big business for the industry in 1956."

Along with its color preparations, RCA also will have 24 basic models of monochrome sets, one of them (the "Teletimer 21") an addition to black-and-white receiver line. It will be advertised nationally at $289.95 and is a clock-timer console featuring automatic turn-on and tune-in for operation in multiples of 15 minutes up to six hours. The timer also automatically shuts off the set.

Both the traditional and provincial door consoles were introduced to the public last June. The other three receivers will be available to the public shortly after Jan. 1. Both door consoles will feature RCA's "Panoramic Sound" which uses one 8-inch speaker and two 3½-inch speakers.

Noting the increase of color programming and progress in the perfection of studio techniques in color transmission, Mr. Baxter said the entertainment available in color "is ample to warrant the volume purchase of color tv receivers by the public. It is now our task to build color television receivers in volume and to promote volume sales. We intend to start right away."

RCA Cuts Service Prices

RCA has lopped $40 from the price of its year-long color tv service contract (new price $99.95) and $10 from its three-month service contract for color receivers (new price $39.95). The reductions, which went into effect last Tuesday, were made known by E. C. Cahill, president of RCA Service Co., at a midwinter sales meeting in Atlantic City during which other RCA color plans for next year were revealed (see separate story).

Hallicrafters Company Sold To Penn-Texas Corporation

TERMS for the $6.3 million purchase of all assets of Hallicrafters Co. by Penn-Texas Corp., New York industrial firm, were revealed in Chicago Thursday.

Completion of negotiations for the purchase, under which Hallicrafters Co. (electronics, communications equipment) becomes a subsidiary of Penn-Texas, was announced at a news conference by L. D. Silberstein and William J. Halligan, heads of Penn-Texas and Hallicrafters, respectively [B•T, Nov. 28].

Mr. Silberstein said the present Hallicrafters management would be retained. Earlier in the week, Mr. Halligan was elected president of the Chicago firm, succeeding Raymond W. Durst, resigned, and re-elected chairman. William H. Halligan Jr., manager of shortwave communications sales and a director, was appointed vice president for sales, and Robert F. Halligan, director of operations, was made vice president.

Hallicrafters currently is engaged in production, research and development of guided missile controls, radar equipment, computer-data systems and mobile radio and teletype stations as well as tv and home radio receivers and shortwave receivers and transmitters for amateur operators. It will work closely with Pratt & Whitney Co. (machine tools), and other Penn-Texas divisions.

Penn-Texas Corp. hopes to expand its electronic activity by the addition of the Chicago manufacturer. The former also makes materials for wire and cable and has oil, gas and coal interests. Together, assets of both firms will be $121 million and annual sales about $150 million, according to Mr. Silberstein.

Purchase terms call for Penn-Texas to issue and deliver 332,600 shares of common stock, currently on a $1.40 annual dividend basis, with Hallicrafters stockholders getting 40 Penn-Texas shares for every 100 Hallicrafters. Stockholders will vote on the terms at separate meetings shortly.

Hallicrafters has over 1,000 employes in two Chicago plants. Net sales of $25 million and net income of $406,146 for the fiscal year ended Aug. 31, 1955, were claimed at the news conference Thursday. For the first 1956 quarter ending Nov. 30, Hallicrafters reported net sales of $4,707,221, income before taxes of $280,971 and income after taxes of $140,500.

Hallicrafters stock closed at 6.7 on the midwest stock exchange Wednesday.

Radio, Tv Set Sales Outpacing 1954 Marks

RADIO AND TV receiver sales at retail stores ran ahead of 1954 for the first 10 months of this year but experienced their usual seasonal decline between September and October, according to Radio-Electronics-Tv Mfrs. Assn.

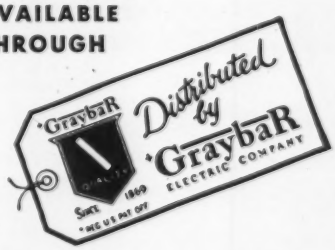
Retail radio sales (excluding auto sets, which do not move through retail stores) totaled 724,305 in October, 753,068 in September (five-week month) and 570,285 in October 1954. Ten-month sales were 4,666,981 for 1955 compared to 4,602,989 for the same 1954 period.

Tv set sales totaled 746,274 in October compared to 978,838 in five-week September and 799,164 in October 1954. Ten-month tv sales totaled 5,896,251 compared to 5,444,227 in the same 1954 period.

- **Precise and stable alignment of electrodes:** for uniform operation, and to prevent cathode-grid shorts
- **Brazed radiator construction:** to eliminate hot-spotting and its effects
- **The Machlett quick final "seal-in":** (The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.) to assure contaminent-free, stress-free tube: and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT ML-5736

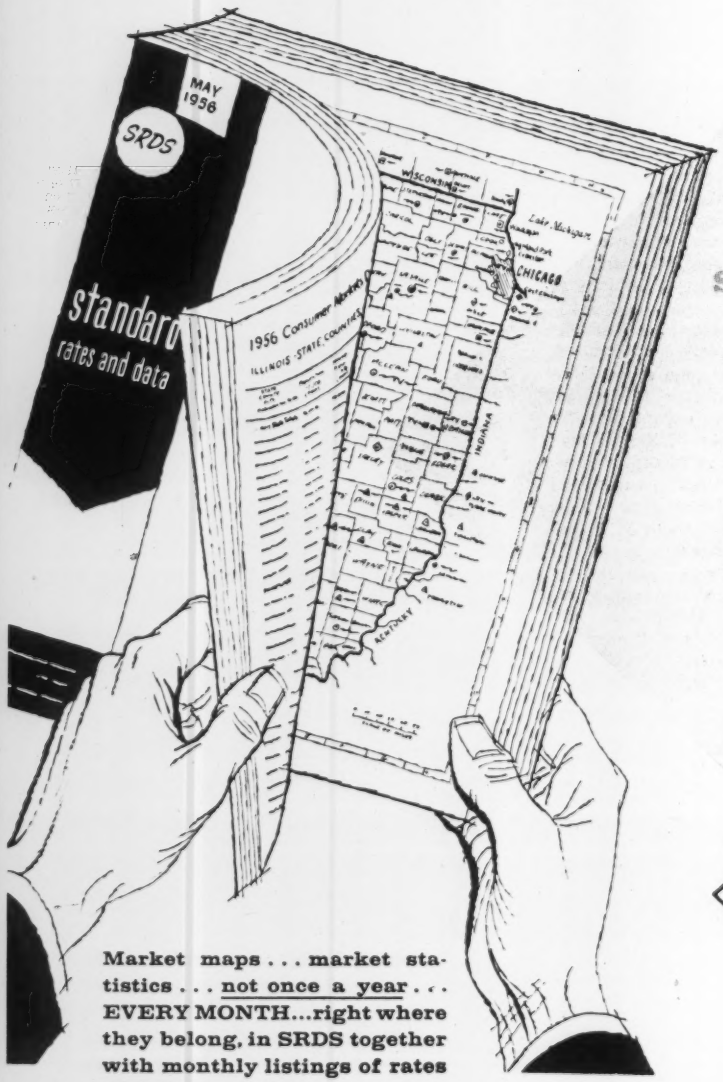
NATIONALLY AVAILABLE THROUGH



the GRAYBAR ELECTRIC COMPANY...
Offices and Warehouses in over
120 Principal Cities

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut



Market maps . . . market statistics . . . not once a year . . . EVERY MONTH...right where they belong, in SRDS together with monthly listings of rates and data.

Agency reactions to Consumer Markets announcement spell sales opportunities for Radio and Television stations

When Standard Rate & Data Service announced in October that, starting in May 1956, the Spot Radio and Spot Television books would include market maps and market data right along with the monthly listings of rates and data, agencies and advertisers everywhere reacted with great enthusiasm.

Read what some of them said about the ways they will use these market maps and statistics

Fletcher D. Richards, Inc.
Mrs. Virginia Monfredini – Media & Traffic

"Putting maps and CONSUMER MARKETS' data in the Newspaper, Radio and Television books is an excellent plan. Imagine getting maps and market data every month. It is simply wonderful. Your company certainly has come up with wonderful ideas to help us buy advertising.

"The market figures will help me justify any advertising change suggestions. Now CONSUMER MARKETS figures will be easy to find. In the past, others have borrowed my CONSUMER MARKETS and I've had to hunt for it so I could use the data. Now I won't lose any time that way."

Account Executive; Large Agency
(names withheld because of agency policy)

"Man, you've got a real good idea here. You know what a 'nut' I am on market figures. I've used your CONSUMER MARKETS data like, I guess, no one else has. In fact, just this last week the sales manager of one of our accounts asked me where I got all my information. I showed him CONSUMER MARKETS. He was amazed and said he'd order one right away.

"I do lots of traveling and I always needed your media books and CONSUMER MARKETS with me. Now I'll be able to save space in my luggage with all this material in one book.

"I like your Metropolitan Area ranking tables. I've had them reproduced on mimeograph. Here, I'll show you. Now I sit down with the client and talk distribution in each major market one at a time. It's surprising how many times the client will have all but ignored one or a couple of major markets. This table shows him what share he's missing by not being more aggressive there. That's only one way I use CONSUMER MARKETS. You've seen what I do with your maps and other data. Yes, I know this will be very helpful."

Goodkind, Joice and Morgan, Inc.
Miss Florence Neighbors – Media Director

"Why, I think this is a fine idea. I certainly would like to have the data and maps added to these books. When we plan a spot schedule, we use population to help us evaluate markets. With all these in one book, imagine what a big help this will be!

"I service a couple of accounts, too. Whenever I see them I always have at least one copy of SRDS with me. Now, I know that I will have sufficient market data with me. This will be a very helpful addition."

McCann-Erickson, Inc., Chicago
John Cole, Broadcast Media Supervisor

"Wonderful Idea! You people must be psychic. Only a few days ago I was thinking how wonderful it would be if we did not have to jump around to so many sources for the information we need in making up our media list. Many is the time when I could have used an immediately available map when I had the rate book with me in a meeting. Likewise having the basic market data only a page or two away from the rate data makes a lot of sense to me. This will make it possible to spot check coverage and potential quickly without taking valuable time to gather data from files or other sources."

Russell M. Seeds Co.
Miss Merle Meyers, Radio and TV Time Buyer

"I think this will be helpful. It certainly is a new idea. The more I look at it and think about it the better it seems. Sure I use market data in my planning. Sometimes it hasn't always been your book; but with the data right here, I will use CONSUMER MARKETS estimates. I think the maps are fine, too."

Beaumont & Hohman, Inc.
Clarke Trudeau – Media Director

"You mean put maps in like you had years ago in the Newspaper Book? Yes, we'll like that. It would be extremely helpful having listings, maps and market data all together in the same book. We could save a great deal of time. Also, we would know that we have maps, market data and listings if we just have your SRDS books. This would be a fine thing when we are in clients' offices. Then, we usually have the SRDS TV or Radio or Newspaper book with us."

Time Buyer; Large Agency
(names withheld because of agency policy)

"I think it's an excellent idea. It's only logical to have both media and market information together . . . a real contribution. Yes, I do use market data. Here, market selection includes both the media and research departments and the client's marketing people. It's not cut and dried—we all put our heads together. Spot TV is what we are using now for one of our clients. Their marketing people will tell us where their sales indicate a good market. Then we take this data and correlate it with our population information. The result is a list of markets that we are going into."

Note: Just a few of many. Your SRDS District Manager will be glad to let you see all of them.

new sales opportunities for radio and television stations

With market maps, market data and media data all together every month in SRDS, you get:

More eye-traffic for your Service-Ads.

Twice the opportunity to catch the right people at the best time with the right story, by placing your market and market coverage story in a Service-Ad near the CONSUMER MARKETS' data, and your station story in a Service-Ad near your listing.

Greater coverage of more agency and advertiser people of importance to you.

Improved flexibility that permits you to dramatize significant changes in your market story as they are reflected in SRDS.

Yes, this expanded service to the advertising industry makes SRDS a natural fit for your market story and your station story; gives you new opportunities to sell both, with appropriate advertising positions near your market data and near your station's listing.

SRDS Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher, 1740 Ridge Avenue, Evanston, Ill.
Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Cal.

NEW ANTENNA SET FOR MARKET BY GE

'Super-Power' device at present can be used only in high channels but with modification may also accommodate low channels in vhf. It is to be marketed early next year.

NEW SUPER-POWER, "high-channel" vhf antenna that can handle 100 kw in the high channels (ch. 7-13) will be marketed by General Electric Co. early in 1956.

GE said Thursday its vhf single bay, helical antenna, which it described as the first high power vhf antenna of its type thus far developed, was the result of two years design and development work of its broadcast engineers.

As presently designed, the antenna can be used only in the high channels but GE's engineers note that modification can accommodate the low channels in the vhf (ch. 2-6).

The new antenna that GE said features a simplified design is similar to that the firm developed about four years ago for use in the uhf. More than 40 of the latter type are in use by uhf stations in the country, GE said, noting that this success in design led to its adaptation for the vhf.

The new antenna differs from the conventional "batwing" antenna which GE said becomes more complicated in design as stations increase power. The most powerful vhf tv stations now operating can transmit at 50 kw as contrasted to the 100 kw power promised by the "helipower" antenna.

By transmitting broader beams than the "batwing" antennas, the new device permits better reception in hilly or mountainous terrain and in big city locations.

The GE "helipower" resembles a 30-foot long water main entwined in a coiled wire. It has three feed points as compared to 16 feed points of the "batwing." Eliminated is the need for a diplexer (device used at transmitters to isolate aural and visual tv signals).

A cable six inches in diameter carries visual signals to the center of the antenna and aural signals feed through three-inch cable at each end of the helixcoil. The all-steel antenna weighs 3,500 lbs. and can withstand winds up to 112 miles per hour. Its "gain of four" means that it can deliver an effective radiated power four times greater than the signal power generated by the station equipment.

According to GE, the new "helipower's" cost is comparable to that of the high-gain "batwing" antenna.

Radio, Tv Set Sales to Be High in '56, Secrest Says

RADIO SET SALES in 1956 should equal the exceptionally high level of 1955, and tv set sales dollar volume will run about the same, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn.

Appearing at a business outlook symposium sponsored in Washington Dec. 8 by the U. S. Chamber of Commerce, Mr. Secrest reported the outlook for the radio-tv and electronics industry is more encouraging than was the case a year ago.

Although most forecasters do not expect any radio-tv production records next year except in color tv sets, he said, business confidence is higher than it was early in 1955. He said factory sales of all electronics products will total $5.5 billion this year, nearly 10% above 1954.

"Tv receiver production and sales are at the highest point on record," he declared. "Radio production will exceed 14 million sets compared with 10.4 million last year.

The tv sets sales estimate for 1956 is 7.3 million units, or about 400,000 under the estimated 1955 sales, but color tv set sales will top the expected 1955 level, according to Mr. Secrest. He said many industry leaders believe 250,000 color sets will be sold in 1956.

Affecting 1956 radio set sales will be the production of automobiles, he explained, adding that transistorized radios will be available in greater quantity and variety.

"Automation is opening a new and potentially large market for many types of electronic equipment and components," he said. He reported that military electronics production will hold the 1955 level of $2.4 billion next year, and may increase because of the increasing deliveries of computers and a rise in production of new electronic weapons.

New Industrial Tv System Unveiled in Philadephia

A NEW SYSTEM of industrial tv, permitting the use of ordinary Class A telephone lines, was demonstrated in Philadelphia a fortnight ago. The demonstration was put on by Bell Telephone Co. of Pennsylvania and Dage Television (Thompson Products, Inc.), Michigan City, Ind.

Using a slow moving picture scanner instead of the high speed scanner used in home television, the two companies sent a still picture from a Philadelphia hotel over regular 8,000 cycles-per-second telephone lines five miles to West Philadelphia and then back to the hotel.

The slow speed scanner scans a picture every two seconds and requires a bandwidth of only 8 kc. Home television scans 30 pictures a second and requires a bandwidth of 4.5 mc. The slow speed makes possible a major saving in cost of telephone lines, it was pointed out. The slow scan system will cost about $2.25 per quarter mile per month, it was said, whereas regular tv costs $20 per quarter mile per month plus $175 per month for terminal equipment. Slow scan cannot handle motion, it was emphasized.

Tube Sales Running High

FACTORY SALES of tv picture tubes totaled 1,224,990 units in October, ahead of the 1,202,430 in five-week September and close to the alltime high of 1,269,674 tubes in October a year ago. Ten-month sales of picture tubes by factories totaled 8,905,771 units compared to 7,746,240 in the same 1954 period. Receiving tube sales totaled 48,119,000 units in October, an alltime record, compared to 47,588,000 in September. Ten-month sales of receiving tubes totaled 395,788,000 compared to 308,397,000 in the same 1954 period.

New Tv Tube Not Imminent

PRODUCTION of a new wide-angle type of small-neck television picture tube is not imminent, according to the Television Picture Tube Section of Radio-Electronics-Tv Mfrs. Assn. It is strictly experimental, with many basic problems still to be solved. Development of glass bulbs of this type will reach the sampling stage early next year, it was stated, after which lengthy tests will be carried out.

Authorized Repair Service Established by Ampex Audio

A PROGRAM to establish a nationwide network of authorized service representatives for Ampex audio equipment (tape recorders, phonographs, amplifiers and loud speakers) has been put in operation under the direction of Harold Van Childs, manager of Ampex's customer service engineering department, Redwood City, Calif.

Ampex district field service engineers are currently appointing representatives throughout the country. Service organizations will adjust and repair Ampex sound equipment at no charge during the warranty period and at competitive rates after the warranty has expired.

Collins Radio Co. Purchases Communication Accessories

COLLINS Radio Co., Cedar Rapids, Iowa, manufacturer of communication and navigation equipment, has acquired 100% ownership of Communication Accessories Co., an electronics component manufacturer, through an exchange of stock, according to a Collins announcement.

Communication Accessories Co., which currently employs 400 in its Hickman Mills, Mo., operations, specializes in the design, development and manufacture of toroids, audio bandpass filters, pulse transformers and magnetic amplifiers.

Collins' officials reported that the new subsidiary will continue to operate as an independent unit in the components field with distribution through its established representatives. Edward J. King Jr., founder and president of Communication Accessories, and other key personnel will continue with the organization.

Tv Station Orders to DuMont

A 50 KW transmitter and associated studio equipment valued at $285,000 will be shipped next February to Richmond (Va.) Television Corp. (WRVA) (ch. 12), by Allen B. DuMont Labs. Also ordered from DuMont: mobile Vitascan cameras for WITI-TV Whitefish Bay, Wis. (ch. 6), and WTVY (TV) Dothan, Ala. (ch. 9).

MANUFACTURING PEOPLE

Lynn Eaton, vice president, National Co. Inc. (electronics), Malden, Mass., appointed assistant to company president, Joseph H. Quick.

Dr. Harold V. Gaskill, science div. dean and director of Industrial Science Research Institute, Iowa State College, Ames, Iowa, to Collins Radio Co. (electronic equipment), Cedar Rapids, as vice president in charge of planning.

Edward Berman, sales training director, Allen B. DuMont Labs, appointed manager of new market dealer development. Mr. Berman was associated with RCA Victor before joining DuMont in 1952.

Dr. A. M. Zarem, assistant director and manager of Southern California div., Stanford Research Institute, resigned to conduct independent research in counseling and industrial management.

M. C. Mack, supervisor of training and assistant to manager of engineering and service department, Westinghouse, Baltimore division, appointed manager of engineering services for Westinghouse electronic tube division.

— PROFESSIONAL SERVICES —

Spillane Resigns From FCC Joins J. P. Hearne Law Firm

LESTER W. SPILLANE, chief of the renewal and transfer division of the FCC and a veteran of 27 years government service, resigned last week to join the John P. Hearne communications law firm in San Francisco.

MR. SPILLANE

Mr. Spillane became chief of the renewal and transfer division last August, following five years as assistant chief of the safety and special services bureau. He entered government service in 1928 with the radio division of the Dept. of Commerce and worked 10 years in radio inspection offices in Seattle, Wash., and Portland, Ore.

In 1937 he was named FCC counsel in common carrier and special services hearings in Washington, D. C. He became assistant to the chief of the law bureau's broadcast division in 1946 and that same year was promoted to FCC assistant general counsel.

Mr. Spillane will headquarter at 405 Central Tower Bldg., San Francisco. The Hearne firm also has offices at 6363 Sunset Blvd., Hollywood.

PROFESSIONAL SERVICES PEOPLE

Warren C. Zwicky, formerly with Scharfeld & Baron, to Washington law firm of Robert F. Jones, former congressman and former FCC commissioner.

Ralph Maloney, formerly with George Daly Assoc. (public relations), N. Y., has opened his own publicity firm at 40 W. 45 St., N. Y. He will handle radio-tv technical accounts, with Universal Broadcasting System (closed-circuit tv) and Authenticolor Labs, already signed.

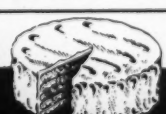
Arthur Blooston, former attorney-advisor, Safety & Special Radio Services Bureau, FCC, to law offices of Jeremiah Courtney, Washington.

George Lewis, former MBS and WHN (now WMGM) New York publicist, named radio-tv director for Rowe-Doherty Assoc., N. Y., public relations firm.

Rita Jane Lysen promoted from account executive to manager of N. Y. office of Daniel J. Edelman & Assoc., public relations firm. **Janet Rosenstock,** Mayer & O'Brien, Chicago, to editorial staff of Edelman organization.

Don Thompson, formerly writer-producer for CBS and NBC, appointed to write and produce radio-tv material for world promotion of RKO Radio Pictures' "The Conqueror" [B•T, Nov. 28]. **Alfred E. F. Stern,** manager, domestic publicity, RKO Radio Pictures, assumes additional duties as publicity manager of firm's foreign operation. **Pat McDermott,** CBS-TV West Coast publicity manager since 1952, to RKO Radio Pictures' publicity department.

IN GEORGIA



you can have your cake ...and eat it, too

SEE PAGE 43

— NETWORKS —

EXTENDED MARKET PLAN'S YEAR OF SUCCESS CITED

CBS-TV reports 26 stations under plan weekly receive over eight hours of extra commercial time from 46 cooperating advertisers. EMP station executives laud plan, cite financial boost to operations.

PROGRESS report Friday on the completion of the first year of CBS-TV's Extended Market Plan showed that there now are 26 EMP tv stations carrying 59 network programs sponsored by 46 national advertisers.

In its report, CBS-TV said that 46 advertisers currently are ordering 226 ¼ hours weekly on EMP stations for an overall average of 8.7 commercial hours weekly per station. In addition, a network spokesman said, 24 ¼ hours of CBS-TV sustaining programs are carried on the stations for a weekly total of 250 ½ hours of network programs.

EMP was originally established by CBS-TV as a concept to extend network television to small market stations. To encourage advertisers to buy all stations in the Extended Market group, CBS-TV set up a varying discount structure, increasing proportionately to the number of stations ordered to a maximum of 15% if all stations are included. Total cost of these discounts, a CBS-TV spokesman explained, is borne by the network and thus does not entail a diminishing revenue to the stations.

A growing list of participating stations and the number of sponsors were cited by CBS-TV as proof of the plan's success. Ten stations which were given rate increases and still sold under EMP were cited.

CBS-TV reported it has received "enthusiastic" letters from executives of EMP stations as well as from participating advertisers. Merlin Morris, advertising manager of Amana Refrigeration Inc., said the plan "has afforded Amana an opportunity to give our dealers maximum support in the smaller markets." Other comments made to CBS-TV:

Ray C. Smuker, general manager of KIVA-TV Yuma, Ariz.: "EMP has meant a decrease in operating cost, the finest of shows, increase in revenue and a tremendous amount of public acceptance in our favor."

Rex Howell, president, KFXJ-TV Grand Junction, Colo.: "If it were not for EMP, KFXJ-TV would be suffering economic pains . . . I believe that CBS-TV has taken the initiative that may well point the way in which all networks can . . . assist stations in the smaller markets to become economically sound operations."

Aaron Robinson, president and general manager, WDXI-TV Jackson, Tenn.: "In our con-

Super Salesman

IN THE current issue of *The Saturday Evening Post,* Arthur Godfrey claims that his selling efforts for 15 clients bring about $22.6 million per year to CBS. *The Post* is currently running a serialized autobiography of the CBS personality.

He made it clear that he doesn't regard himself as a comedian. "I share laughs with my audiences," he said. "I claim to be a salesman who has fun—but first of all a salesman. If I ever stop being that I am cooked."

Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director

SIGMA DELTA CHI

35 E. Wacker Dr., Chicago 1

CONTRACTS are signed in Detroit for Ferry-Morse Seed Co., that city, to sponsor CBS Radio's *Garden Gate* series for the 12th straight year during the pre-planting season. L to r: seated, Robert Shaw, account executive, McManus, John & Adams, Detroit; John Karol, vice president in charge of network sales, CBS Radio; James Wilson, Ferry-Morse advertising manager; standing, Paul Oliphant, program director, CBS affiliate WLAC Nashville, Tenn., *Garden* origination site; Bok Reitzel, CBS Radio network sales, and F. C. Sowell, WLAC general manager.

sidered opinion, if CBS had not affiliated with us, we could not have sustained revenue to continue in business, therefore depriving this entire area of top television . . . within six months, set penetration has increased from 26% to 62%. This could not have happened without top network programming."

Bob McRaney, general manager, WCBI-TV Columbus, Miss.: "May we state that if it were not for CBS-TV's Extended Market Plan . . . there would be no WCBI-TV even in the planning state. . . . CBS-TV has pioneered in this matter and has done so with the full knowledge of the needs and desires of the public."

F. E. Busby, executive vice president, WTVY-TV Dothan, Ala.: "In the short time that the Extended Market Plan has been in force . . . we have increased our revenue over $150 a day, which I attribute to EMP . . . as always, CBS-TV has been first in their thinking."

Charges, Format Set For ABC Rank Films

DETAILS of sales and programming plans for ABC-TV's *Afternoon Film Festival* which will be launched on Jan. 16 (Mon.-Fri., 3-5 p.m. EST) were disclosed last week in a presentation booklet sent to advertisers and agencies.

The program, which will utilize the 100 feature films acquired by ABC-TV from J. Arthur Rank Film Distributors Ltd. for an estimated $1.5 million [B•T, Dec. 12], will have four commercial announcements in each half-hour segment. There will be one 90-second commercial position and three 60-second commercial positions, and each advertiser will receive a five-second opening and closing billboard in his half-hour position.

As of last week, ABC-TV set the minimum estimated clearance at 58 markets, in which 67.3% of U. S. television homes are reportedly located. For the 58-station lineup, ABC-TV has set the base price per 60-second participation in *Afternoon Film Festival* at $2,500 and 90-second participation at $3,750. Three separate discounts are offered, covering more than one announcement per day, more than one day per week, and advertising for at least 13 weeks.

In addition, ABC-TV has established a Charter Plan, offering bonus participations to advertisers using *Afternoon Film Festival* before March 5, 1956. Accordingly, sponsors using participations between Jan. 16 and March 2, 1956, will earn bonus participations at the following rate: four bought, one bonus participation; eight bought, two bonus; 10 bought, three bonus; 20 bought, six bonus; 30 bought, nine bonus; 40 or more bought, 12 bonus. The presentation outlined programming plans for the series. Each day, it will open with a "teaser," a brief highlight scene from the day's film, with the opening credits superimposed. The host-m.c., Allyn Edwards, will welcome the viewers and point out the reasons for selecting the day's features.

At the start of the second, third and fourth half-hour periods, Mr. Edwards will lead into the next portion of the film with introductory remarks that also will serve as a capsule summary for viewers who have just tuned in. From time to time, Mr. Edwards will interview visiting film celebrities.

Soviets Accredit CBS Newsman

DANIEL L. SCHORR has been accredited by the Soviet government as the permanent CBS news correspondent in Moscow, it was announced last week by John Day, director of news for CBS. Several months ago Irving R. Levine of NBC was accredited as a permanent correspondent in Moscow.

Mr. Schorr has been in Moscow since last September on a temporary visa, during which time he was awaiting permanent accreditation. There currently are nine accredited U. S. newsmen in Moscow, with CBS and NBC the only networks represented. ABC spokesman told B•T that the network last month applied for full accreditation rights in Moscow for Whit Bassow, and said that more than a year ago the network had requested permission to send a cameraman-reporter to the Soviet Union.

HAMMERSCHMIDT SUCCEEDS SHELBY

ANDREW L. HAMMERSCHMIDT, associate director of technical operations for NBC, has been appointed NBC chief engineer, Robert W. Sarnoff, newly elected president of the network announced Thursday. He succeeds the late Robert E. Shelby, who died of a heart attack Dec. 8 [B•T, Dec. 12].

Mr. Hammerschmidt joined NBC in 1941 and remained with NBC New York tv operations as a development engineer until 1948, when he was named tv technical operations supervisor for WNBK (TV) Cleveland, an NBC o&o station. In 1952 he returned to New York as assistant director of color tv systems development, and became associate technical operations director in May 1954.

Mr. Hammerschmidt, who resides in Woodcliff Lake, N. J., is a senior member of the Institute of Radio Engineers.

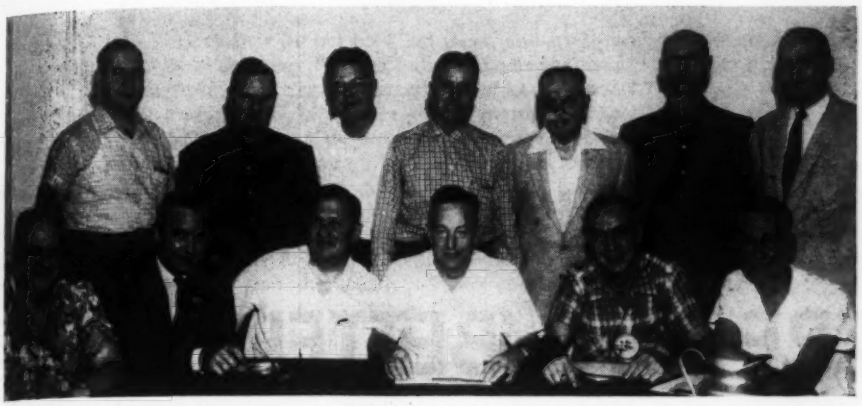
CBS-TV Signs Judy Garland

JUDY GARLAND has signed an exclusive contract with CBS-TV calling for a single appearance each year through 1959, with renewal options, according to Hubbell Robinson Jr., CBS-TV vice president in charge of network programs. All productions, to vary in lengths of one hour or 1½ hours, depending on format, will be live. First show for Miss Garland is scheduled for fall of 1956. Her husband, Sid Luft, will produce. Amount involved in the three-year pact was not disclosed. For her first tv appearance on *Ford Star Jubilee*, on CBS-TV Sept. 24, it was reported Miss Garland received $100,000.

NBC Affiliates Elect

IN DRAFT that returned Walter J. Damm, WTMJ-TV Milwaukee, to office for second two-year term as chairman of NBC-TV Affiliates' Executive Committee, two other officers also were named. Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., was elected vice chairman and Edwin Wheeler, WWJ-TV Detroit, secretary-treasurer.

ROBERT W. SARNOFF, NBC president, signs the contract calling for Judson, O'Neill & Judd to manage next fall's tour of the newly created NBC Opera Co. [AT DEADLINE, Dec. 5]. Present for the signing were Samuel Chotzinoff (standing), producer of NBC-TV's *Opera Theatre*, and William M. Judd, representing Judson, O'Neill & Judd.



PRESENT for the Mutual Affiliates Advisory Committee meeting [B•T, Dec. 12] in Hollywood, Fla., were (l to r): seated, George T. Frechette, WFHR Wisconsin Rapids, Wis.; Ray Butterfield, WLOX Biloxi, Miss.; Jack Hawkins, KIUN Pecos, Tex.; Chairman J. W. Betts, WFTM Maysville, Ky.; Ken Nybo, KBMY Billings, Mont.; Robert Wallace, WOHS Shelby, N. C.; standing, Tom Gibbens, WAFB Baton Rouge, La.; Tom Anderson, KALL Salt Lake City; Ralph McElroy, KWWL Waterloo, Iowa; Willard Deason, KVET Austin, Tex.; Charles Harris, WGRC Louisville, Ky.; Bert Sonis, WTIP Charleston, W. Va., and Ed Dunbar, WBBQ Augusta, Ga. Harold P. Kane, WJOC Jamestown, N. Y., also was present for the two-day meeting.

CBS Sets Annual Newscast

CBS NEWS' seventh annual year-end broadcast, *Years of Crisis: 1955*, will be aired Jan. 1 on CBS-TV, 4-5 p.m. EST, and on CBS Radio, starting at 5:05 p.m. EST. Led by commentator Edward R. Murrow, the symposium on the year's top news developments will feature news correspondents Bill Down from Rome; Richard C. Hottelet from Bonn; Alexander Kendrick from Africa and the Near East; David Schoenbrun from Paris; Daniel Schorr from Moscow, and Eric Sevareid from Washington.

Coffin Writes on Tv Impact

"THE definitive study of television's impact yet remains to be done," writes Thomas E. Coffin, NBC manager of research, in an article reviewing tv research to date in the October issue of *The American Psychologist*, devoted entirely to television and chiefly to educational tv.

Harry J. Skornia, executive director, National Assn. of Educational Broadcasters, calls it "the best collection I have seen so far of studies on television as an educational tool."

Reprints are available at 30 cents each from American Psychological Assn., Lancaster, Pa.

"Junior listens regularly to the news over KRIZ Phoenix."

30 Million See Ballet on Tv

AUDIENCE of NBC-TV's compatible color telecast Dec. 12 of the Sadler's Wells Ballet Co. presentation of "The Sleeping Beauty" was seen by an estimated 30 million viewers—or 60 times the number of persons who saw the ballet troupe on its U. S.-Canadian tour—according to the network's research department. These figures were estimated by a projection of advance rating information.

Sol Hurok, U. S. manager of the Sadler's Wells Co., viewed the statistics as the "most significant thing I've experienced in 35 years." He estimated that of the 30 million viewers, more than 25 million saw a major ballet in its entirety for the first time.

NETWORK PEOPLE

John Allen, formerly tv engineering and scheduling supervisor for ABC-TV network, named manager of video recording for that network. **Frederick Hesse** will take over Mr. Allen's former duties.

Bruce Pollock, former advertising agency executive, appointed on-the-air promotion trailer supervisor for ABC-TV Western Div.

Edward G. Bishoff, Harry B. Simmons and **William G. Wilson** have joined account executive staff of ABC Radio in Chicago.

Martin Donovan, New York story editor, *NBC Matinee Theatre* (Mon.-Fri., 3 p.m. EST), transferred to show's Hollywood story department, succeeding **Peter Kortner,** resigned to head story staff of *Climax* (CBS-TV, 8:30 p.m. EST).

Ernest D. Glucksman and **Robert L. Welch** were named last week as producer-directors for first two, as yet untitled, hour long NBC-TV comedy programs to occupy Sunday period (8-9 p.m. EST) now held by *Colgate Variety Hour*. First program will be Jan. 8, 1956.

Bob Edge, associate editor, *Sports & Field* magazine, signed to conduct weekly "Hunting and Fishing Corner" on ABC Radio's *Sports Today with Bill Stern* (Mon.-Fri., 6:30-6:45 p.m. EST).

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

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WHY NBC'S CHIPS ARE ON 'BETTER' TV

Sylvester L. (Pat) Weaver Jr., newly elected chairman of the board of NBC, spoke extemporaneously on NBC's views and outlook at the NBC-TV affiliates' meeting in Chicago Dec. 9 [B•T, Dec. 12]. Mr. Weaver, whose signing by NBC was reported unofficially as being for "more than 10 years," is former president of the company and is always an articulate man. He spoke on "The Television Future." Here is a condensed transcript of his remarks:

WE REACH various publics of various kinds and compositions and moods, and if we make [television] a flexible instrument where the advertiser can decide what he wants and use it effectively to do what he wants, our business cannot help but prosper. The tremendous explosion of the American economy upward, some of us feel, is in very large degree the result of the impact of television.

So it is not merely our own business. It is our own society that we are talking about.

From the beginning a lot of us felt very strongly that radio got into a terrible difficulty because of the rating situation, and we from the beginning have fought at NBC for cumulative rating to measure the effective circulation of program operation. In continuity television, that is the only intelligent rating evaluation, but even that rating evaluation—or to take printed media which most of you are familiar with, your size of audience characteristic—is really just a first generalized quantitative estimate that any advertising man starts with. But from there he moves into intelligent evaluations of values. For instance, you can buy the five million circulation in *Life*. You can duplicate five million homes with throwaways. They are available and get five million homes at a great deal less money. But there is no comparison really. There is no equation by any experienced professionals in the business that the five millions are identical in any way.

You have to have size of audience, of course, and as far as ratings go in general, it would be foolish for us not to insist that we want all the top 10 and the leadership in all the rating services measuring anything, because we do, and we will fight for it.

But at the same time, as pros, we will never be misguided by using ratings to measure something that they don't measure at all—in other words, the understanding of advertising values by professionals as against, well, so many of the people who are concerned with our business and who aren't professionals in advertising terms or show business terms.

We understand really, that the waste of advertising is not bad circulation, but it is bad advertising. That is the real waste. Almost everybody realizes that, and after you get the probable size of circulation as a reference, you get to the composition of that audience and its economic status, to its age group and even to things like the mood. Will they react to what they are viewing? Will they do something about it? Will they talk about it?

There are thousands of questions, incisive, intelligent questions about circulation that you buy that have a real part in advertising planning.

We—the affiliates, the networks, the professionals—must never decide to change our basic policies which are right and sound by any quantitative shifting of rating values.

Actually, our basic policy, of course, is that we won't run a television network that does not service the American public. By that I mean all the audiences in it, not just the heavy habit viewers.

THE HEAVY HABIT VIEWERS

You have a heavy habit viewing group of people who will turn to whatever they like of what is on, and if you cater only to the largest share of audience of this group, the heavy viewer group, you are really aiming television downhill to the real trivia type, time trap, escape, series of nothing.

In other words, the forces that you set in motion, if you place too high a value on heavy viewers, are forces that really call for the degradation of the service.

We have known this from the beginning. We have no intention of being driven off our course by anything because the solution of that problem is one that we can handle without reference to the old platitude of "giving the people what they want" and no more.

We don't want to give the people what they already want solely. We want to give the people something that will make more of them want more of the better things.

We do want the biggest share of the habitual viewers as much of the time as we can get them. But we have to program responsibly. We have to realize we can elevate taste and upgrade standards, and improve television. That means we can improve both individuals and the society in which we live.

There are some shows on CBS, as you know, that we have tried and tried to get, and many of the ones that they have got or a couple of them, at least, they took from us, so it is not a matter of not wanting to have a great star like Arthur Godfrey, but it is, to be precise, in what we are trying to do, you must look at the shows and the competition.

When we put on a show like, *Today*, it is a much greater effort in behalf of television, all television, all networks, all related in-

dustries, all products, than if we put on a kid show, and try to get the sets on in the early morning; this can only do a marginal good. What we are doing can do a tremendous amount of good actually today and as the years go on. If we ever get it running right and the facilities develop and we can do more live coverage, this will be a show that will peak 35 or 40 ratings in the morning, because there the people see the places and events as the news happens. This can be a great show in comparison with what we could be programming there even though what we are programming might be more commercially effective in the immediate short-range sense, but not in the long-range sense, because it is *Today* and things like that that build media. Kid shows—we are in favor of them. *Ding-Dong School* represents the perfect marriage of the successful commercial show with the very highest principles of fullness and responsibility over the influence that you are going to have on your children. It is a very great credit to us and to you and Miss Frances that it is a show of that kind.

'HOME' BETTER FOR HEALTH

Home, again, is far better, let's face it, in terms of the general health of our media and the vitality of our circulation, than *Strike It Rich*, which is a fine show and we would like to have it and we want it and so forth. But *Home* is a show that provides a service for women who do not like entertainment or do not like it all the time. It is dedicated to the women who want to learn how to improve their living, to lead a finer life and have a finer home and be a better mother and a more attractive woman and all the things the American people who are dedicated to self-improvement want to do. And as we develop that show, it will be a great credit, a great influence on our society and upon our business. It is again, a better thing to do than what we might be doing at that time.

Matinee in the afternoon, and I am not against the Tennessee Ernies, the Ernie Kovacs. They are wonderful shows. They are straight entertainment. We do that, too. *Matinee* is a great, powerful idea if it works and stays and runs.

It will have more influence on the form, on the building of writers and artists and actors and actresses and directors than probably any other single thing that we do. It is a tremendous laboratory, a great experiment, as well as a fine kind of show for us to be doing.

If ABC with their reruns of the old movies at 3 o'clock and with the *Big Pay-Off*, which was on our network for several years as you know, are able to syphon off too much of the circulation and we are unable to promote enough circulation watching *Matinee* so that that show is placed in commercial jeopardy and fails, television will be the loser, not us. We can replace it. It isn't NBC that will suffer. It is everyone who will suffer.

You talk about our nighttime shows. Again and again you will see the same thing. *Producers' Showcase* brings events to the country that are just fabulous when you think of the people out in the small towns and remote areas, people without money to go and see the things that people of privilege do. Suddenly these tremendous, exciting, wonderful things are brought into their home. It is something we should all be proud of and in addition to being proud of it, we should realize if the Sadler's Wells ballet and Cyrano de Bergerac, if these great shows lose so much audience to Burns and Allen and Arthur Godfrey, which are both great shows, that we are unable to continue them indefinitely, again it will be only a loss for all of us in tv.

The hour dramas, we have most of those, as you know—*Montgomery Presents*, Fred Coe, Kraft, Lux, the Sunday night shows. All of this is a great form. This is not like the film situations, comedy or the like, or a live situation comedy or anthology shows. Those can be good, they can be great. But, they don't have as much chance of being great as often as the live hour drama performance. Because, when you are looking at the live drama and you are there the night they do "Marty" or "Patterns" or "Thunder Over Washington," you have to remember that the night that you are watching can be the night the artist catches fire and the direction really flares and the script really rings and you have got something and you were there and you watched it and it is a performance that goes down in history and it is something that you are proud of because you had a part in it.

This can be done in the hour drama form and again we should fight to keep those shows and not let them be replaced by conventional half-hour shows. This doesn't mean we don't want the conventional half-hour shows. We think we have the best of them right now, not in all categories, but many. Groucho with the best quiz, Jack Webb with the best crime drama, *Meet the Press* is the best public service show, Perry Como certainly the best musical variety, Roy Rogers the best cowboy, *Zoo Parade*, the best zoo show, and so forth.

Then we come really again to the spectaculars. That is the form wherein we have devised a way without affecting the commercial power of the conventional attractions by adding to that the special inducement viewing, for the light viewers, for the people who might be drifting away from television, for the people who have special interests and are interested in special arts and activities, and the range is just so fabulous when you go down the list. Not just us—Columbia, too. "Caine Mutiny" was sensational. I didn't see Noel Coward and Mary Martin, but I am sure it was a tremendous triumph for America.

It makes no difference that the audience attraction of a single show may not be as big as a commercial attraction. Why should it be? There is no reason for it to be. But that is not what people are buying. As I again say, if they want a cumulative audience, I can give them far bigger than they will get with *The $64,000 Question*. Just buy it a different way, but audience alone is not the way they are buying.

What we have going for us here is again a widening of the usefulness of the medium for advertisers, and we have going for the people and ourselves this tremendous new category of wonderful things that will inspire and elevate and enrich the lives of our people. And we must fight for these shows.

THE CHANCE OF GREATNESS

You can add a few points, and so can we by more adroit, more intelligent promotion, and we must do it because again, the loss of things like doing Shaw and Shakespeare and the Sadler's Wells ballet and Peter Pan is too great a loss. We cannot possibly allow it to happen. Therefore, we must fight to keep this opulence of talent and this chance of greatness that is now coming up more than ever, and we can in addition to the regular shows.

I haven't even gone into the other things that we are doing in the same line, like *Project 20* and like our assignment shows. "Assignment in India" will be repeated on Christmas. "Nightmare in Red" will be Christmas week. "Richard III" will be a great explosion some time next year.

This is a tremendous tribute to us, and to you, and we must handle it in such a way that it is commercially successful. That does not, however, mean that it has to get more audience than "Mickey Mouse" or something. This is not the way advertising values are dealt with.

From the beginning, we have been against the know-nothings, the primitives, because we do not believe that television should be run to give the people what they want. We believe that every NBC show should serve a purpose beyond diversion, and every time we can increase information, contact, facts, knowledge, and we deliver a fact somewhere to a mind somewhere in the country, we have added one more tool, one more weapon in the fight against bigotry, stupidity, intolerance and prejudice, and we have taken one more step forward toward sanity, maturity and adulthood.

We are going to continue to program up, and not down. We will use our showmanship and skill to get great audiences, but we will continue, in any event, to meet our commercial challenges, and well within doing the kind of shows that we know must be done. Television is far too great an instrument to be degraded into a "home juke box" to keep the kids quiet.

BATTLE LINES FORM ON COLOR C-C TV

TNT states that it expects to be first network in color operation when equipment is available. Sheraton hotel chain plans to launch its operation by Feb. 1.

BATTLE for leadership in the closed-circuit color tv network field loomed last week when Theatre Network Television issued a statement asserting that TNT expected to be the first company in network operation when adequate equipment is manufactured in sufficient quantity.

TNT's statement, released as a status report of large-screen color in the closed-circuit industry, came on the heels of an announcement from Sheraton Closed Circuit Television Inc. [B•T, Dec. 12] that the company would launch the first closed-circuit color television network by Feb. 1. The Sheraton Corp. of America subsidiary said it has ordered two units of color tv projection equipment from RCA capable of producing a 15x20-foot picture. The units will be installed in New York and Chicago hotels. Other hotels in the network, the announcement said, will be equipped with RCA 21-inch home color receivers until additional large-screen equipment is available.

Nathan L. Halpern, TNT president, observed that a color closed-circuit network currently is limited to home-type receivers. He said this type of network has been offered to business and industry by TNT in the past, but was not bought "because the small receiver does not provide the impact a business presentation to numbers of people gathered in many hotel ballrooms literally demands if the communication is to be effective." Mr. Halpern claimed that "a serious problem" in the development of "proper" large-screen color television is that the compatible signal today has "many deteriorating features in black-and-white which would be greatly magnified on large-screen tv." He said TNT believes that "the degraded large screen black-and-white picture arising from a compatible color pickup would not be of sufficient quality for its business and industry clients," but added that "it is hoped that as color tv makes further advances in the future, such technical problems may be solved."

TNT, Mr. Halpern continued, "believes strongly in the future of large-screen color closed-circuit television for business and industry" and is working with the leading manufacturers of large-screen projection equipment.

BMI

CONCERT MUSIC

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.

YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.

TODAY IN MUSIC — Dates and facts about the important music events of the month.

BMI-licensed stations — AM, FM, and TV—can be depended upon for complete service in music.

BROADCAST MUSIC, INC.

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Livingston, Bonbright Upped In Posts at Capitol Records

NEW APPOINTMENTS in executive posts at Capitol Records Inc. were announced last week by Glenn E. Wallichs, president.

Alan Livingston, Capitol vice president in charge of artists and repertoire, was appointed executive vice president and elected to the board of directors. Daniel C. Bonbright, vice president in charge of finance, was appointed administrative vice president and also named to the board of directors.

MR. LIVINGSTON MR. BONBRIGHT

Robert E. Carp, director of the Capitol legal department, was named secretary of the company, and Walter H. Theiss, general controller, was appointed treasurer. Mr. Carp and Mr. Theiss will assume the duties formerly held by Mr. Bonbright.

Jack Gross to Head C-C Firm

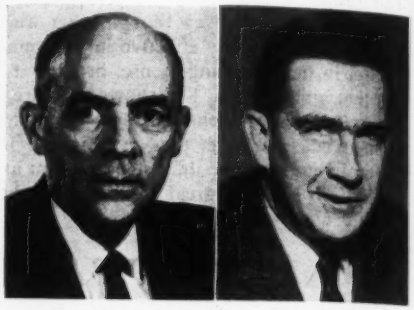
JACK O. GROSS, associated with the broadcasting industry for over 30 years, has been named chairman of the board of Trans-Community Television Network Inc., closed-circuit tv programming organization. Mr. Gross has an application pending with the FCC for purchase of KXOC Chico, Calif. [AT DEADLINE, Dec. 5]; he is the former owner of KFMB-AM-FM-TV San Diego, Calif. Trans-Community has been organized to bring television to isolated communities via a closed-circuit system [B•T, Aug. 29].

Five Buy RCA Thesaurus

RCA THESAURUS, radio transcription library service, announced last week that it has added the following stations to its list of clients: WBUD Trenton, N. J.; WBRN Big Rapids, Mich.; WBLE Batesville, Miss.; WBKV West Bend, Wis.; and WAGM Presque Isle, Me.

Green Takes New UP Post; Litfin Successor in S. F.

FRED J. GREEN, United Press Pacific Div. manager, San Francisco, was named last week to a newly-created UP post, assistant general business manager, effective immediately. Succeeding Mr. Green, who will move to New York next month, is Richard A. Litfin, the division's business manager since October 1954.



MR. GREEN MR. LITFIN

Both Messrs. Green and Litfin began their respective careers as reporters, the former with the *San Francisco Chronicle*, the latter with UP's Portland, Ore., bureau, before switching to the business side at UP.

Boxing Card Problem

CONCERN was expressed last week by James D. Norris, president of the International Boxing Club, over the future of boxing bouts on radio and television, in view of an action by the New York State Athletic Commission last Monday ordering fight managers to leave the Boxing Guild of New York or suffer the loss of their licenses in the state. Mr. Norris said "we've got fight programs to get up for next month" and "we don't know what managers to deal with now." He reported that radio and tv sponsors want "New York fights" and said IBC could not give them "these fights" outside the state. IBC stages boxing bouts on Wednesday on ABC Radio and ABC-TV, starting at 10 p.m. EST under the sponsorship of the Pabst Brewing Co., and on Friday on NBC Radio and NBC-TV under the sponsorship of Gillette Safety Razor Co.

Poll Shows Toll Opposition

A POLL conducted by the *Columbus* (Ohio) *Dispatch* showed that its readers are strongly opposed to pay-television, it was revealed last week by Organizations for Free-Tv. More than 500 letters were received by the newspaper and all but four protested any system of toll tv.

MAGNIFY YOUR SALES IN THIS STABLE $140,000,000.00 MARKET

CBS KGVO-TV MISSOULA MONTANA

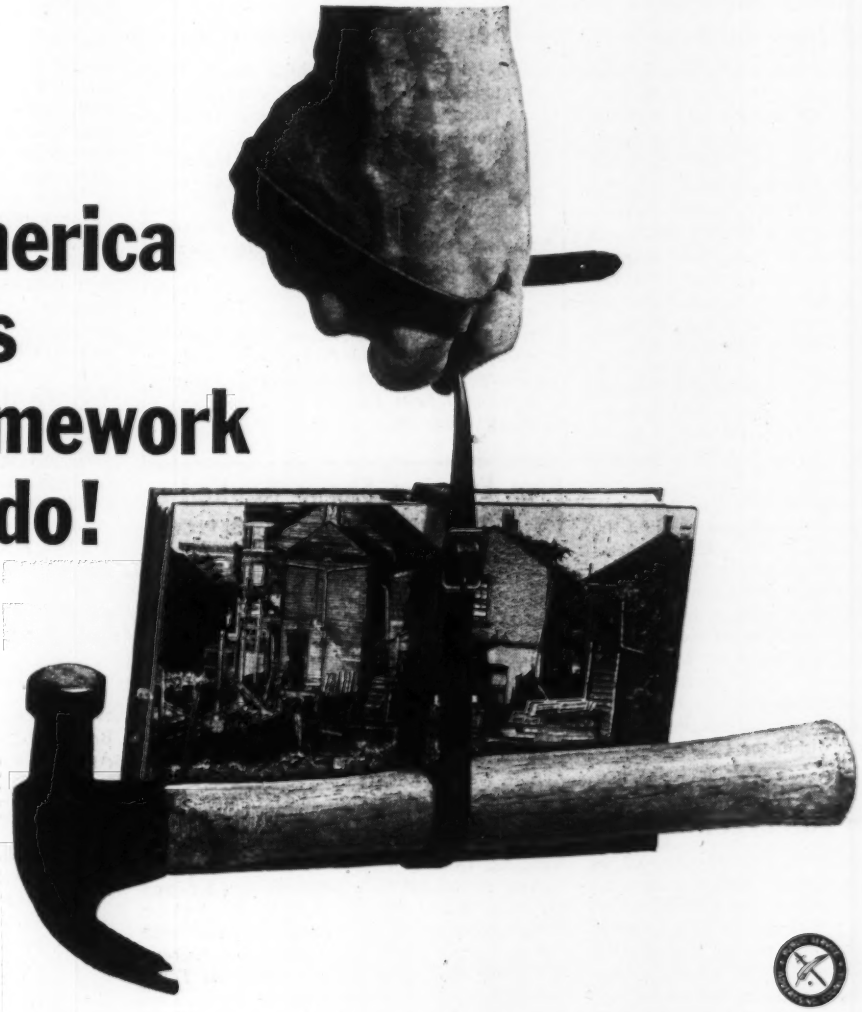
• University City

• Rich Lumbering and Agricultural Area

GILL-PERNA, INC.

167 Mountainous Miles from Spokane

America has homework to do!



THERE'S PROBABLY a lot about your town that makes you want to brag a bit about it.

But there's one thing you *can't* be proud of. And it's a shame you share with just about every other community in America.

The homes where far too many people live are a disgrace. Slums, semi-slums, housing blight are with you. Fixing them up is the homework to be done.

If your town is like most in the U. S., here's what the figures show: 1 out of every 10 homes are rock-bottom slums. Nearly one-half urgently need basic repairs.

But slums are something that is happening on the other side of town, you may say. The problem isn't mine.

Slums are YOUR homework

Distance is no barrier against the threat and cost of housing blight.

Your taxes go up because it takes more money for your town to fight the diseases and delinquency and poverty spawned in the slums. The security of your family goes down because the slum is the natural parent of crime.

Where your business comes in

Every firm has a responsibility toward the town where it's located. Part of it is to support community improvements as any other good citizen would.

Some slums are beyond repair. They must be torn down and a fresh start made. Others can be made to conform to accepted living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

Civic and individual groups must have business backing . . . *your* firm's backing if they are to succeed.

Follow the course of Action!

A group of Americans from every walk of life has joined together in a non-profit organization to combat home and community deterioration, A.C.T.I.O.N., the American Council To Improve Our Neighborhoods.

Send today for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It lists booklets, research, check-lists, and other material which can help you. Address P. O. Box 500, Radio City Station, New York 20, N. Y.

ACTION

American Council To Improve Our Neighborhoods

Lutheran Yule Broadcast Goes Behind Iron Curtain

FOLLOWING several years of effort by the Lutheran Laymen League, the communist-controlled governments of Poland and Czechoslovakia have agreed to carry native-tongue adaptations of MBS' Christmas Day *Lutheran Hour* on their radio stations Dec. 25.

Dr. Oswald C. J. Hoffman, public relations director for the Lutheran Church, Missouri Synod, revealed last week that Radio Warsaw and Radio Prague have accepted the Lutheran Laymen League offer of translated adaptations of the program for rebroadcast. A recording of the show will be sent overseas in time for broadcast Christmas Day. Dr. Hoffman said the league had offered native-tongue translations of the weekly programs to all Communist governments over the past several years, but added that "this is the first time that our offers have been accepted."

Another U. S. program is set to be broadcast to the Soviet Union—this one, without the permission of the government. Radio Liberation plans to beam the contents of Harry Sperber's *Foreign Press Report*, broadcast on WATV (TV) Newark Dec. 3, to the Soviet Union in an attempt to reach 20 million Moslems living there. The date of the broadcast will not be announced beforehand. Mr. Sperber's program dealt with the attempts and techniques used by the Kremlin to curtail religious activities of the Moslems within the USSR.

Radio's Importance Cited By Brazilian Ad Executive

A BRAZILIAN advertising executive said in New York Dec. 7 that advertising is in great demand in South America and that this fact, when coupled with a high illiteracy rate, makes radio there still very important despite the growth of television.

Addressing a foreign trade and advertising group at the Overseas Press Club in New York, Caio Alcantara Machado, director of Almpa International Advertising Service, Sao Paulo, Brazil, said television's advances south of the border are impeded by present prohibitive costs of sets. He said the unfavorable dollar exchange rate in Brazil acts as an increased cost factor forcing many U. S. tv set manufacturers to establish their own manufacturing and assembling operations in Brazil. Mr. Machado also said advertising budgets in Brazil have been growing at the rate "of almost a third annually." He said the lack of personnel and sufficient facilities have at times forced his and other agencies to turn down new accounts.

They Like It Commercial

COMMERCIAL TV, which began in England this fall, already is dominating the video scene in that country as far as popularity is concerned.

Of the 11 shows receiving the highest Nielsen Ratings for the last week of October, only two were non-commercial —BBC's *Highland Fling*, which placed seventh in the lineup, and *Amateur Boxing*, which was ninth.

Sunday Night at the Palladium was first in popularity among the commercial programs, according to Nielsen. It was followed by *Take Your Pick, Double Your Money, Saturday Showtime, Roy Rogers, Dragnet, I Love Lucy, Robin Hood,* and *Movie Magazine.*

Five Evening Shows Ranked By Canadian Rating Service

FIVE evening radio network shows were reported in the November National Ratings report of Elliott-Haynes Ltd., Toronto, Ont. *Our Miss Brooks* led with a rating of 11.3, followed by *Singing Stars of Tomorrow* (Canadian) 8.3, *Championship Fights* 6.6, *NHL Hockey (Canadian)* 6.6, and *Toronto Symphony Pop Concert* 4.6.

Of 10 daytime radio network programs, most popular in November were *Ma Perkins* 12.9, *Pepper Young's Family* 11.8, *Road of Life* 11.8, *Right to Happiness* 11.6, and *Guiding Light* 11.5.

French-language evening radio networks were led by *Un Homme et Son Peche* 28.7, *Colette et Roland* 15.3, *NHL Hockey* 8.1, and *Concert Pop de Toronto* 3.9. Of 20 daytime French-language network shows, leading were *Jeunesse Doree* 28.5, *Les Joyeux Troubadours* 27.7, *Rue Principale* 27.7, *Je Vous Ai Tante Aime* 26.1, and *Francine Louvain* 25.4.

Canadian 25-Year Club Open

NOMINATIONS now are being received for membership in the Quarter-Century Club of the Canadian Assn. of Radio & Television Broadcasters. Presentations of awards are made each year at the annual dinner of the CARTB, which in the coming year will be March 27 at Toronto. Employees of radio and tv CARTB stations, and others in the broadcasting industry who have actively served the industry for more than 25 years, are eligible for membership. Jack Beardall, owner of CFCO Chatham, Ont., is chairman of the CARTB Quarter-Century Club Committee.

Gillin Award Set for March

APPLICATIONS for the John J. Gillin Jr. Award now are being readied by Canadian stations. The award, made in memory of the late John J. Gillin Jr., WOW Omaha, will be presented to the Canadian station judged to have done most on the basis of any single or continuing contribution to community service. A board of judges, headed by J. T. Richard, member of the Canadian Parliament for Ottawa East, Ontario, will study applications from member stations of the Canadian Assn. of Radio & Television Broadcasters. The award will be made at the CARTB annual convention dinner on March 27 at Toronto. In 1955 the award went to CFAR Flin Flon, Man.

1.6 Million Canadian Tv Sets

CANADIAN tv receivers in use numbered 1,673,983 at the beginning of November, according to a tabulation of All-Canada Television and Radio-Electronics-Television Manufacturers Assn. of Canada. By provinces, Ontario has 832,101 sets, Quebec 483,757 sets, the three prairie provinces of Manitoba, Saskatchewan and Alberta 152,130 sets, British Columbia 129,261 sets and the four Atlantic coast provinces 76,734 sets.

INTERNATIONAL SHORTS

Serutan Co., N. Y., has joined the Bureau of Broadcast Measurement, Toronto, with Frederic Apt as its representative.

CKGR Galt, Ont., has also joined the Bureau of Broadcast Measurement, Toronto.

New rate cards have been issued, effective Jan. 1, 1956, by CKEN Kentville, CFAB Windsor, CKAC Montreal, CKCH Hull, CKWS Kingston, CJKL Kirkland Lake, CFCH North Bay, CHEX Peterborough, and CKGB Timmins. In most cases new cards call for Class A time from 7-9 a.m., 12 noon to 1:30 p.m., 5-7 p.m., all day Sunday, with other daytime and all evening time as Class B time.

Canadian Broadcasting Corp. has started construction of extension to its office building and studios on Dorchester St. West, Montreal. Buildings have been torn down on Dorchester and Mackay Sts. for new addition to French-language and engineering headquarters of CBC.

INTERNATIONAL PEOPLE

J. Lyman Potts, assistant manager of CKOC Hamilton, Ont., since 1947, to manager of new 5 kw radio station at London, Ont. Call letters have not yet been assigned to new station which expects to be on the air by April 1.

F. G. Nixon, with Canadian Dept. of Transport, Ottawa, since 1937, appointed department controller of telecommunications. He succeeds **G. C. W. Browne,** who has retired.

Bob Nystedt to promotion manager of CHCT-TV Calgary, and **Laura Lee** to women's editor of CHCT-TV.

Cecilia Long, account executive of Ronalds Adv. Agency Ltd., Toronto, for past 15 years, to director of women's promotions for the agency, which has offices in Montreal, Toronto and Edmonton.

Harold Abernethy, formerly of Foster Adv. Agency and Leo Burnett Ltd., Toronto, to radio sales department of All-Canada Radio Facilities Ltd., Toronto. **Alistaire F. McKaye** to radio program division of All-Canada Radio Facilities Ltd., Toronto, as sales representative for World Program Library.

AWARDS

First Edison Awards Honor Five Programs

THREE network television programs, two network radio shows, one television station and one radio station received the first National Mass Media Awards of the Thomas Alva Edison Foundation last week at a dinner in the Waldorf-Astoria Hotel, New York. Three motion picture films also were honored.

The awards were made as part of the Edison Foundation's program for "improving the quality of mass media, particularly as they affect juvenile audiences and interest boys and girls in science." The winners were:

You Are There (CBS-TV), the television program best portraying America; *Let's Take a Trip* (CBS-TV), the best children's television program; *Mr. Wizard* (NBC-TV), the best science television program for youth; *Family Theatre* (MBS), the radio program best portraying America; *Adventures in Science* (CBS), the best science radio program for youth; WBNS-TV Columbus, the television station that best served youth in 1955, and WTIC Hartford, the radio station that best served youth in 1955.

A special citation was made to ABC Radio for "outstanding public service in making reports on the growing shortage of engineers" to the American people, and to "The Big Idea," a tv film program that has presented 1,700 inventors and encouraged "the scientific imagination of the American television audience." No award was given to "the best children's radio program," because the Foundation's Committee on Recommendations felt "there was no nationally available children's radio program that merited an award this year."

Representatives of 38 national service organizations chose winners of the Edison Awards through written ballot.

Fund for the Republic Raises Amount of Television Awards

A SERIES of 1955-56 television program awards totaling $40,000 was increased to $55,000 last week by the Fund for the Republic. The fund, which earlier this month had announced the awards, named them for the late Robert E. Sherwood, noted playwright.

The fund will award $20,000 each to the

JOSEPH M. BRYAN, president of the Jefferson Standard Broadcasting Co. (WBT, WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.), presents the Lee Kirby Memorial Trophy to Nelson Lowe as the outstanding player in the Carolinas' 1955 Shrine Bowl. Established in 1952 to honor the late WBT-WBTV sports director, the Lee Kirby Trophy is awarded annually. The game features high school players from North and South Carolina.

Advertisement

From where I sit *by* Joe Marsh

New Light on an Old Subject

Mr. Evans from the Lighting Company gave an interesting talk at the Community Hall last night—on how farmers can cut electric bills. For those who missed it, here's a short recap.

Don't try to light up the cobwebs in the rafters. A reflector and a smaller bulb will probably do the job. Too many farmers use naked bulbs that waste 50% of the light.

Try using movable projector bulbs that beam light the way a searchlight does. A couple of these "spots" will often give you better illumination *where you want it* than a whole gang of juice-wasting overhead lamps.

From where I sit, it's amazing how often we misuse *the things we have . . . like electricity. We also make a mistake if we misuse our right of personal choice—about which candidate to vote for, say, or whether beer or coffee makes the ideal mealtime drink—by trying to force our opinions on others. Respect for the other fellow's point of view should be our "guiding light."*

Joe Marsh

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People in Northeastern Wisconsin like Action . . . . Buying Action! Sports Action! Green Bay's 5000 watts daytime (500 night) station, WJPG translates this "Sports-happy" audience into Volume Sales.

People in Northeastern Wisconsin like Action. . . Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station! People in Northeastern Wisconsin like Action! Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) Station, WJPG, translates this 'Sports-happy" audience into Volume Sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5000 w Day—500 w Night
WJPG MBS GREEN BAY, WIS.
Burn-Smith Company—Representative

HONEY CHILE
says
no matter how we dress it up — the thought is still the same —
SEASON'S GREETINGS
from all the gang at
WMRY
600 KC—THE SEPIA STATION
NEW ORLEANS, LA.
GILL-PERNA, INC. — Nat'l Rep.
Mort Silverman, Gen'l Mgr.

THE Advertising & Allied Industries Div., Joint Defense Appeal, presented awards to Liebmann Breweries, Bristol-Meyers and American Tobacco Co. for "distinguished contributions to the enrichment of our American heritage" at a dinner in New York. At the dinner were (l to r): Ed Sullivan, CBS-TV star, toastmaster; Thomas B. McFadden, vice president in charge of NBC Spot Sales; award winner Philip Liebmann, president of Liebmann Breweries (Rheingold beer); Marion Harper Jr., president, McCann-Erickson and chairman of Advertising & Allied Industries Div.; award winner Lee H. Bristol, president, Bristol-Myers (pharmaceuticals); Henry E. Schultz, New York attorney and national chairman, Anti-Defamation League of B'nai B'rith; award winner Frank Bowden, assistant to President Paul M. Hahn, American Tobacco Co., and Merle S. Jones, vice president in charge of CBS owned television stations and general services.

commercial network drama and documentary treating phases of civil liberties with "the greatest distinction, taste and effectiveness." A follow-up prize of $15,000 will go to an independent tv station producing "the best program concerning liberty and freedom" during 1955.

The fund last week added the sons of two American leaders to the awards jury: Robert Taft Jr., Cincinnati attorney and son of the late U. S. Senator Robert A. Taft, and Philip H. Willkie, Rushville, Ind., attorney and son of the late Wendell Willkie.

The jury also includes Robert M. Purcell, managing director, KEYD-TV Minneapolis; Kermit Bloomgarden, Broadway theatre producer; Gardner Cowles, publisher-broadcaster; Dr. Buell G. Gallagher, president, College of the City of New York; author-critic Gilbert Seldes; attorney Harrison Tweed, and Mrs. Eleanor Roosevelt.

To Receive McNamee Awards

SPORTS BROADCASTERS Assn. has selected golfer Mildred (Babe) Didrikson Zaharias and Brooklyn Dodgers Manager Walter Alston to receive the ninth annual Graham McNamee Memorial Awards for "outstanding contributions to sports during the past year," it was announced last week by Don Dunphy, SBA president. Presentation of the awards, established in the memory of the late pioneer sportscaster, will be made at SBA's ninth annual dinner at the Park-Sheraton Hotel in New York on Feb. 2.

BMI Honors Songwriters

FOURTH ANNUAL Broadcast Music Inc. publisher and writer awards were presented Dec. 5 to writers and publishers connected with all BMI-licensed songs which have placed among the so-called first-ten at some time during the year. A total of 28 songs were honored at a dinner attended by some 200 persons at New York's Hotel Pierre.

BMI President Carl Haverlin presided and the presentations were made by Vice President Robert J. Burton. Sydney M. Kaye, board chairman, vice president and general counsel, was featured speaker.

Ohio Teachers Honor Four Radio-Tv Programs

SPONSORS of four radio and television programs received awards from the public school teachers of Ohio for the "outstanding contribution to education" made by the programs. Winner in the adult tv division was the John Cameron Swayze *News Caravan* on NBC sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes) and Plymouth Div., Chrysler Corp.

The children's award went to *Zoo Parade* on NBC, sponsored by American Chicle Co. (chewing gum) and Mutual of Omaha. Winners in the radio adult and children's divisions respectively were NBC's *Meet the Press* and *The Ohio Story*, sponsored by the Ohio Bell Telephone Co.

The awards were made during the annual meeting of the Ohio Education Assn. in Columbus, Dec. 11.

AWARD SHORTS

George M. Burbach, general manager, KSD-AM-TV St. Louis, Mo., awarded life membership in Advertising Club of St. Louis.

WTVJ Miami, Fla., awarded certificate of commendation by Army and Air National Guard for distinguished service during "Operation Minuteman," nation-wide test alert.

WHAM-AM-TV Rochester, N. Y., awarded plaque, commemorating WHAM's medical program, *Speaking of Health*, by Monroe (N. Y.) County Medical Society.

Los Angeles City Council, Dec. 6, adopted a resolution commending **KNXT (TV) Los Angeles,** its general manager, **James T. Aubrey Jr.** and producers **Bill Stout, Bill Whitley** and **Irwin Rosten** for the tv shooting of series on juvenile delinquency, *Focus On Delinquency*.

WESTERN MICHIGAN'S
5,000 WATTS Day and Night
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

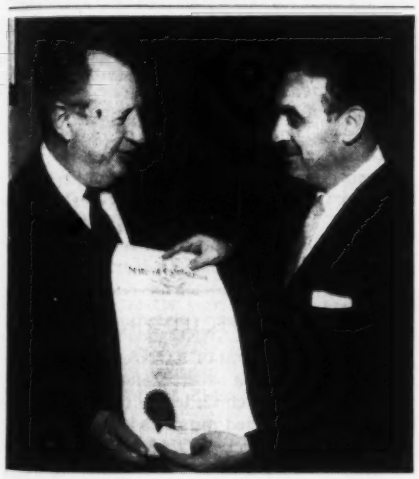
WAAM (TV) Baltimore, presented with citation from National Citizens Committee for Education Tv for "outstanding public service in helping to bring educational tv to the American community."

William R. Peer, executive secretary to New York's Mayor Robert F. Wagner presented with "Mike & Screen" award by Radio-Newsreel-Television Working Press Assn. for "distinguished public service in working toward unrestricted access to public news events for all news media."

Betty Granger, WLIB New York commentator and woman's editor of *New York Amsterdam News* received Achievement Scroll for "outstanding contributions towards the progress and advancement of Negroes" from Manhattan chapter, National Council of Negro Women. **WLIB** cited for "continuous and distinguished contribution to American Jewish life" by Mizrachi Women's Organization of America.

Phil Silvers, CBS-TV comic, honored by National Television Film council in its annual Christmas luncheon in New York Dec. 15, for "outstanding contributions to the television film industry."

Raymond Spector, president of Raymond Spector Co., N. Y. advertising agency, and head of Hazel Bishop cosmetic firm, received first "Quaker Award" from Golden Slipper Square Club, Philadelphia fraternal-philanthropic organization, for bringing credit to community.



GOV. ABRAHAM A. RIBICOFF (l) of Connecticut presents a resolution passed by both houses of the state General Assembly to Philip Merryman, WICC Bridgeport general manager, citing the station for public service during the New England floods. WICC dropped all regularly scheduled programs for 72 hours to furnish communications to the stricken area.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

STATIONS HOOK UP FOR MUSIC

EIGHT STATIONS in an unusual hook-up last week programmed a special pre-Christmas musical. Stations taking part were the two DuMont Bcstg. Corp. stations, WABD (TV) New York and WTTG (TV) Washington; the three Quaker State Network stations, WFIL-TV Philadelphia, WNBF-TV Binghamton, N. Y., and WFBG-TV Altoona, Pa.; WGAL-TV Lancaster, Pa.; WILK-TV Wilkes-Barre, Pa., and WAAM-TV Baltimore. Titled *The Tastykake Christmas Hour* and featuring New York City Center ballet stars Maria Tallchief and Andre Eglevsky, the Philadelpia Orchestra under Eugene Ormandy, and other musical talents, the hour-long program originated Dec. 15 (9-10 p.m. EST) from WFIL-TV. Tasty Baking Co., Philadelphia, was the sponsor through N. W. Ayer & Son, also Philadelphia.

KPTV (TV) CLAIMS COLOR 'FIRST'

FIRST locally sponsored and originated color telecast in the area is KPTV (TV) Portland, Oregon's claim for its weekly series, *The Powerland Story,* sponsored by Pacific Power & Light Co. through McCann-Erickson agency. The color film series deals with hydro-electric power needs of the growing Pacific Northwest and covers almost every large section of the Northwest Power Pool area.

COLOR PRESS SALUTES COLOR TV

COLOR PRESSES saluted color tv when the McClatchy newspapers' *Fresno* (Calif.) *Bee* published a 16-page color tabloid section to herald the local premiere of color film and slides on the McClatchy Bcstg. Co.'s KMJ-TV Fresno. KMJ-TV also pioneered network color transmission in the San Joaquin Valley, it says.

CHOIR CHANTS COMMERCIAL

JINGLE-MAKING is easy, says WTXL Springfield, Mass., a station that's long on creativity, but short on talent to record the ditties. However, the talent problem can be solved, as WTXL did, with a little resourcefulness. Program Director George Erwin, member of a local church choir, talked to his co-choristers. Springfield listeners are now hearing 50 voices lifted *a cappella* in an enthusiastic furniture company jingle.

WTWO PROMOTES WITH POETRY

PROMOTION department of WTWO (TV) Bangor, Me., sat down for its annual reading of "The Night Before Christmas" and came up with visions of sugar plums. It's busy now picking plum accounts resulting from its own new version of Clarence Moore's tale. With appropriate slides the station tells merchants a tale of moving holiday merchandise with WTWO ads.

CELEBRATES NEW COKE BOTTLE

WALT Tampa, Fla., threw its largest studio party to date to help launch Tampa Coca-Cola Bottling Co.'s new large Coke bottle. Disc jockey Gene Garcia invited the first 300 teenagers who telephoned him to see and sip from the new Coke bottle. They all showed up and WALT capped the party's success by signing the bottling company as a new advertiser.

CBS NEWS HITS HIGH POINT

CBS RADIO reports its news coverage has been extended to a new peacetime high of 105 regularly-scheduled broadcasts a week. Latest network news series, which started last Monday, features newscaster Frank Goss (Mon.-Fri., 3:25-3:30 p.m. EST).

FANS HONOR WTIX D.J.

ANNIVERSARY of WTIX New Orleans disc jockey Larry Wilson's 15 years in radio was the impetus for a turnout of more than 2,000 fans to a breakfast broadcast honoring Mr. Wilson last month. WTIX served guests coffee and doughnuts from 6:30 to 10 a.m. and awarded door prizes to its guests. "Larry Wilson Day," promoted on the air by WTIX, got coverage by metropolitan newspapers and high school papers.

WQXR SERIES HONORS MOZART

WQXR NEW YORK has commissioned music authority Herbert Weinstock to write and broadcast a series of 26 programs dealing with the musical career of Wolfgang Amadeus Mozart. These programs, to be on WQXR on Saturday (9:05-10 p.m. EST) January through June, will be the station's major activity in the Mozart Bicentennial celebration.

WABD (TV) TO AIR GREETINGS

CHRISTMAS greetings from U. S. servicemen and women stationed throughout the world will be telecast Dec. 25 by WABD (TV) New York on a special two-hour (4:30-6:30 p.m.) program. Approximately 150-200 interviews, running anywhere from 30 seconds to one minute in length, have been filmed by U. S. Army Signal Corps crews as well as their Navy, Airforce and Marine counterparts for screening during the program.

CAMART
TV TRIPOD SUPPORTS

● **TRIANGLE**
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

● **CAR-TOP CLAMPS**

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00

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'TIME CAPSULE'

A TAPE RECORDING and a 16 mm sound film were WGN-AM-TV Chicago's contributions to "time capsules" placed in a column of the new $40 million Prudential Bldg. there during civic ceremonies Dec. 8. According to Frank P. Schreiber, vice president of WGN Inc., the tape contains review of news events of the month preceding dedication, while the film shows WGN-TV facilities. WNBQ (TV) also donated film to the capsule [B•T, Dec. 5]. WGN-TV has a steel tower and antenna atop the 41-story building and will build color facilities there. All Chicago radio-tv stations gave special coverage to the dedication ceremonies.

CBC PLANS HOLIDAY SPECIAL

PLANS FOR 5 hours and 45 minutes of special Christmas Day programming are nearing completion for the Canadian Broadcasting Corp., Trans-Canada and Dominion networks. *Christmas Almanac* is the most ambitious radio broadcast undertaken by the CBC in its 20 years. The program will involve an estimated 20,000 miles of network wire-line circuits, more than 30 studios, 20 mobile broadcast teams and some 400 entertainers, commentators, musicians and singers from all parts of Canada and CBS offices in Paris and London, England.

ARMY BUS USED FOR COLOR

BORROWED ARMY recruiting bus was used by WTRF-TV Wheeling, W. Va., to bring the Army-Navy football game in color to Wheeling citizens. And they came out—2,500-strong to see the colorcast on WTRF-TV's curb side RCA receiver. Crisp weather caused a moderate turn-over of watchers, the station says, but there were never fewer than 300 people standing before the color screen.

WRCA COLORCASTS WEATHER

WRCA-TV NEW YORK has set its *Weather with Tex Antoine* program for telecast in color weeknights at 6:45 p.m. and again at 11:10 p.m. EST, in keeping with WRCA-TV's stepped up colorcasting scheduling. The station also reports that it recently made its first use of color through a rear projection system during its 30-minute *Jinx Diary* program.

STEREOPHONIC GOOD WILL

CHRISTMAS feature using stereophonic sound will be aired jointly Dec. 24 by KYW, using its am signal, and WFLN (FM), both of Philadelphia. The program will consist of holiday musical pickups featuring local choirs and caroling groups, including a concert by inmates of Graterford Prison. It will be titled *Sounds of Christmas*. Producers are Gordon Davis, KYW, and Raymond Green, WFLN, with direction by Bill Schwarz, KYW and Jim Gray, WFLN.

ELEPHANT TRUMPETS NEW SHOW

LARGE mechanical elephant outfitted with elephantine signs advertising WRCA New York's new early morning show, *Pulse*, will visit various sections of the city as attention-getter for the program's debut. WRCA promotion plans also include full-page newspaper advertisements, subway and railroad billboards, air promotion and special mailings.

SCHEDULE NEW YEAR SHOWS

NEW YEAR'S Eve gaiety will be brought to New York tv viewers by both WCBS-TV and WRCA-TV, which have scheduled special, sponsored programs to bring in the New Year. WCBS-TV will present *New Year's In New York* (11:15 p.m.-1 a.m. EST), under the sponsorship of the Federal Nut Co. (Chock Full o'Nuts coffee), N. Y., through Grey Adv., N. Y. WRCA-TV's New Years Eve program will feature Guy Lombardo and his orchestra from the Hotel Roosevelt grill (11:15 p.m.-12:15 a.m. EST) under sponsorship of Miss Clairol (hair preparation), N. Y., through Foote, Cone & Belding, N. Y.

CARTB LISTS PROMOTION DATES

A LIST OF holidays and special days marking some historical event in Canada's history has been compiled by the Canadian Association of Radio and Television Broadcasters for use by its member stations in planning special programs. The list is for the calendar year 1956 and also includes dates of regional and national broadcasting association conventions. It is available from the CARTB office at 108 Sparks St., Ottawa, Canada.

AMAHL RETURNS ON NBC

GIAN CARLO MENOTTI'S "Amahl and The Night Vistors," NBC-TV's annual Christmas opera, will be telecast for the sixth consecutive time this year on the *Alcoa Hour*, (Dec. 25, 9-10 p.m. EST). The Aluminum Co. of America sponsors the program through Fuller & Smith & Ross, Pittsburgh.

WBAP-FM Ft. Worth General Manager George C. Cranston (l) and Program Director William Barclay look on as Mrs. Betty Tonahill, owner of Scooters Radio Supply, signs a new 52-week contract for time on the fm outlet. Scooters was one of the charter sponsors of WBAP-FM when the station began separate programming from WBAP last February. Weekday commercial time has operated on a sold out basis since the initial week.

PAPERS USE RADIO

NEWSPAPERS of Manitou Springs, Colo., believe in radio as the medium for their Christmas good will stories. For the third year KCMS-FM Manitou Springs has sold time to the *Colorado Springs Free Press* for a daily program of Christmas choral and orchestral music—no "pops" allowed, and only brief half-hour messages from the sponsor to let listeners know the program is a public service. Another Colorado Springs paper, *Weekend*, has bought a similar program on KCMS-FM this year, and like the *Free Press*, is backing up its programming with printed advertisements.

UNEXPECTED FIND

PUBLICITY stunt of KONA (TV) Honolulu, promoting the station's change from ch. 11 to ch. 2, led to the discovery of an unidentified murder victim.

For seven weeks KONA had been running a treasure hunt contest offering the finder of a hidden replica of the station's tower more than $2,500 in cash and merchandise. A series of clues was given which pinpointed the finding place as Koko Head mountain.

Police estimated that more than 5,000 people were combing the mountain Nov. 16, the day a man's body, with two bullet holes in its head, was found by tower hunters Mr. and Mrs. Herbert Alameda. The tower was found the following night by two Honolulu brothers, Victor and August Cuban, who had been searching daily for seven weeks. Police called the traffic jam created by 10,000 hunters the day the tower was found "the worst in Oahu history."

A police investigation is now underway to determine the identity of the man, believed to have been dead six or eight weeks when found. The bullets were recovered from beneath the body and police said the victim would probably have never been discovered in such inaccessible terrain had it not been for the thousands searching for KONA's "tower."

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Station Authorizations, Applications

(As Compiled by B • T)

December 8 through December 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Dec. 14

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,804	2,794	214	300	265
Fm	536	527	51	19	3

FCC Commercial Station Authorizations
As of November 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,791	520	145
Cps on air	17	16	332
Cps not on air	115	20	109
Total on air	2,808	536	477
Total authorized	2,923	556	586
Applications in hearing	164	3	164
New station requests	217	4	28
New station bids in hearing	103	0	111
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Nov.	1	4	0
Cps deleted in Nov.	1	0	3

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Dec. 14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	335	102	437
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	296	315	611[1]
Noncom. Educational	19	17	36[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	964	337	759	542	1,301[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	791	569	1,360[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Monroe, La.—State Dept. of Education granted vhf ch. 13 (210-216 mc); ERP 28.2 kw vis., 14.1 kw aur., ant. height above average terrain 520 ft., above ground 537 ft. Estimated construction cost $236,960, first year operating cost $125,000, revenue none. Post office address % Honorable Shelby M. Jackson, State Supt. of Public Education, State Capitol Bldg., Baton Rouge 4, La. Studio and trans. location Monroe. Geographic coordinates 32° 31′ 59″ N. Lat., 92° 06′ 40″ W. Long. Trans. and ant. GE; legal counsel, Roberts & McInnis, Washington. Consulting engineer, Frank H. McIntosh, Washington. Station is to be nonprofit outlet for educational purposes and owned by State of Louisiana. Granted Dec. 14.

Clovis, N. M.—Telepolitan Bcstg. Co. application for new tv to operate on ch. 12 in Clovis dismissed at request of attorney on Dec. 9. Announced Dec. 14.

Madison, Wis.—Radio Wisconsin Inc. granted vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 794.5 ft., above ground 706 ft. Estimated construction cost $829,840.26, first year operating cost $700,000, revenue $785,000. Post office address Commercial State Bank Bldg., Madison. Studio location Madison. Trans. location 6.0 miles west-southwest of Madison. Geographic coordinates 43° 01′ 52″ N. Lat., 89° 30′ 18″ W. Long. Trans. and ant. RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer Jansky & Bailey, Washington. Radio Wisconsin is licensee of **WISC-AM-FM Madison.** Principals are: Pres. **Ralph M. Immell** (17.3%), attorney, retired major general, interests in construction, agriculture and other firms; Vice Pres. **Russell A. Nelson** (5%), construction and manufacturing interests; Secy. **Ralph R. O'Connor** (5%), gen. manager of Radio Wisconsin; Treas. **H. Kenneth Harley** (5%), public utility and investment interests; **George H. Johnson** (5%), manufacturing, banking, insurance interests; **Morgan Murphy** (15.2%), financial or corporate interest in nine newspapers including 74.2% ownership of *Superior* (Wis.) *Evening Telegram*, 20.1% interest **WEBC Duluth, Minn.**, 14⅓% owner **WEAU-AM-FM-TV Eau Claire, Wis.**, pres. (no stock) of **KVOL-AM-FM-TV Lafayette, La.**, secy.-treas. (no stock) of **KGTV (TV) Des Moines, Iowa,** plus other non-broadcasting holdings; **W. C. Bridges** (no stock), 10% owner WEBC, 18⅔% owner WEAU-AM-FM-TV, pres. (no stock) of KGTV (TV), and 74.5% owner **WJMC Rice Lake, Wis.; Elizabeth B. Murphy** (.2%), holding in two newspapers, owner of *Stock & Dairy Farmer* magazine, 40% owner WEAU-AM-FM-TV; **Harry Sauthoff** (12.5%), no other broadcasting interests, and **Evening Telegram Co.** (34.8%), holds controlling interest of eight newspapers, minority interest in another paper and is 32% owner of WEBC. Granted Dec. 7. Announced Dec. 12.

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APPLICATIONS

Rochester, N. Y.—WHEC-TV, WVET-TV (both Rochester), uhf ch. 27 (548-554 mc); ERP 19.86 kw vis., 11.95 kw aur.; ant. height above average terrain 405 ft., above ground 405 ft. Estimated construction cost $36,821, first year operating cost $62,000, revenue $62,000 (WVET-TV estimates). (WHEC-TV estimates are, respectively, $74,350; $60,000; $50,000.) Post office address 40 Franklin St., and 17 Clinton Ave., South, Rochester. Studio location 40 Franklin St., Rochester. Trans. location Brighton (Rochester 18). Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Trans. and ant. GE. Legal counsel, Dow, Lohnes & Albertson, Washington (for WHEC-TV), Spearman & Roberson, Washington (for WVET-TV). Consulting engineer, Richard Blackburn, Rochester. Applicants are presently licensed as share-timers on ch. 10 in Rochester. Present application would make the applicants share-timers on ch. 27 without relinquishing present ch. 10 operation. Filed Dec. 8.

APPLICATIONS AMENDED

Caribou, Me.—Elson Television Co. amends application for new tv to change station location to Caribou, Me. (was Presque Isle, Me.), change trans.-studio location to Alt. U.S. 1, 0.75 miles east of Aroostook River, Caribou Township, change ant. height to 297 ft. above average terrain; make equip. changes. Amended Dec. 8.

Cheboygan, Mich.—Straits Bcstg. Co. amends application for new tv to submit additional financial data, change ERP to 1.167 kw vis., 816 w aur., change type trans., ant. system and make equipment changes. Filed Dec. 9.

Laurel, Miss.—Laurel Television Co. amends appliction for new tv to furnish additional financial data, make change in stock and stockholders and directors. Amended Dec. 14.

Clovis, N. M.—Video Independent Theatres Inc. application for new tv amended re financial data and slight ant. change. Ant. height above average terrain 160.3 ft. Amended Dec. 8.

PETITION

WLYC Williamsport, Pa.—Petitions FCC to amend sec. 3.606 so as to assign ch. 26 to Williamsport. Announced Dec. 9.

Existing Tv Stations . . .

ACTIONS BY FCC

KWK-TV St. Louis, Mo.—Granted ERP of 100 kw vis., 50 kw aur. with ant. 1,110 ft. above average terrain. Granted Dec. 13.

KNOX-TV Grand Forks, N. D.—Granted ERP of 28.2 kw vis., 14.1 kw aur. with ant. 220 ft. above average terrain. Granted Dec. 9.

WSM-TV Nashville, Tenn.—Granted ERP of 100 kw vis., 50 kw aur. with ant. 1,440 ft. above average terrain. Granted Dec. 13.

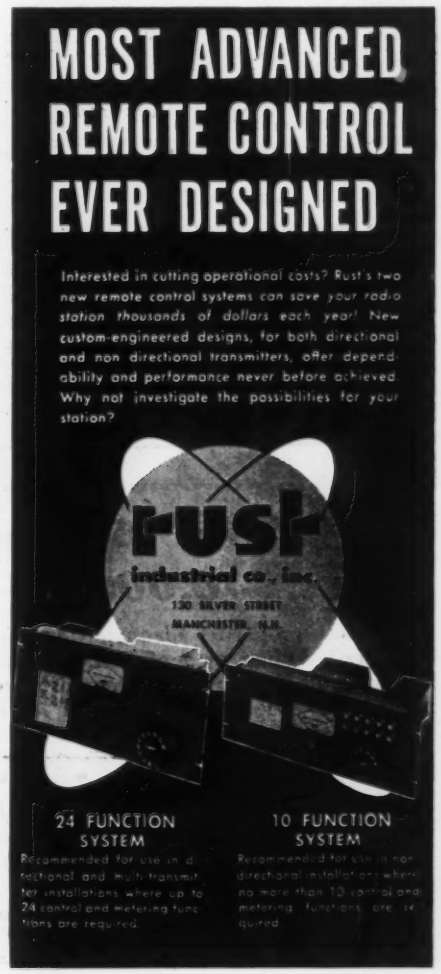
KHQ-TV Spokane, Wash.—Granted license and ERP of 100 kw vis., 50 kw aur., with ant. 940 ft. above average terrain. Granted Dec. 9.

APPLICATIONS

WTVJ (TV) Miami, Fla.—Seeks cp to change aur. ERP to 50 kw. Ant. height above average terrain 950 ft. Filed Dec. 13.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp to change ch. from 24 to 9, change ERP to 190.5 kw. vis., 95.5 kw aur. Ant. height above average terrain 1,168 ft. Filed Dec. 14.

KHAD-TV Laredo, Tex.—Seeks mod. of cp to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change aural ERP to 1.07 kw and make minor equipment changes. Filed Dec. 14.

New Am Stations . . .

ACTIONS BY FCC

Arcata, Calif. — **Vernon Wallace Emmerson** granted 1340 kc, 250 w unl. Post office address 225 Shirley Blvd., Arcata. Estimated construction cost $35,446.40, first year operating cost $51,600, first year revenue $54,000. Mr. Emmerson is businessman and formerly was with **KHUM Eureka, Calif.**, and **KUJ Walla Walla, Wash.** Granted Dec. 14.

Atlanta, Ga.—Greater South Bcstg. Co. granted 1480 kc, 5 kw D. Post office address 314 Luckie St., N.W., Atlanta. Estimated construction cost $29,643, first year operating cost $52,000, revenue $65,000. Principals include: Pres. **P. H. Whitcraft** (19.04%), food packer; Vice Pres. **Otis F. Simpson** (4.76%), meat wholesaler; Secy.-Treas. **George F. Estey** (14.28%), Southern Airways treas., and **General Industrial Corp.** (14.28%), warehousing firm. Granted Dec. 14.

Mount Clemens, Mich.—Mt. Clemens Bcstg. Co. granted 1430 kc, 500 w D. Post office address % Phillip Nusholtz, National Bank Bldg., Detroit. Estimated construction cost $47,825, first year operating cost $35,000, revenue $45,000. Principals are: Pres. **Morris H. Ravitz** (22%), Wayne County, Mich., employe; Secy. **Robert Maxwell** (29%), announcer-producer **WWJ-TV Detroit**, and Vice Pres. **I. Jack Korman** (49%) one-third owner of scrap concern. Granted Dec. 14.

Painesville, Ohio—Somerset Bcstg. Co. granted 1460 kc, 500 w D. Post office address P. O. Box 231, Somerset, Pa. Estimated construction cost $21,682, first year operating cost $54,000, revenue $68,000. Somerset is licensee of **WVSC Somerset.** Granted Dec. 14.

Big Spring, Tex.—J. Homer McKinley application for cp to operate on 1270 kc. 1 kw D, returned to applicant; not signed. Returned Dec. 14.

Mexia, Tex.—Bi-Stone Bcstg. Co., granted 1590 kc, 500 w D. Post office address Box 309, Athens, Tex. Estimated construction cost $13,940, first year operating cost $30,000, revenue $36,000. Applicant is wholly owned by **J. B. McNutt Jr.**, sole owner of **KBUD Athens, Tex.** Granted Dec. 7; announced Dec. 8.

Buffalo, Wyo.—Northern Wyoming Bcstg. Corp. granted 1450 kc, 250 w unl. Post office address P. O. Box 622. First National Bank Bldg., Sheridan, Wyo. Estimated construction cost $12,554, first year operating cost $24,981, revenue $35,000. Principals are: Pres. **Donald J. Grimes** (15%), railroad wire chief; Secy.-Treas. **Catherine M. Grimes** (15%), housewife, and Vice Pres. **Lee R. Johnson** (15%), owner of novelty store with wife (15%). **Vernon S. Maxwell** (40%), is co-owner cafe and bar. Granted Dec. 14.

Honolulu, Hawaii — Christian Bcstg. Assn. granted 870 kc, 1 kw unl. Post office address 1136 12th Ave., Kaimuki, Honolulu. Estimated construction cost $3,800, first year operating cost $24,000, revenue $30,000. Applicant is licensee of **KAIM (FM) Honolulu.** Granted Dec. 14.

APPLICATIONS

Little Rock, Ark.—Ebony Radio, 1440 kc, 1 kw D. Post office address Box 3127, Jackson, Miss. Estimated construction cost $16,222.60, first year operating cost $48,000, revenue $60,000. Applicant is wholly-owned by **John M. McLendon,** 50% owner of **WNLA Indianola, Miss.,** 50% owner of **WOKJ Jackson, Miss.,** and gen. manager of **WKDL Clarksdale, Miss.** Filed Dec. 13.

Jacksonville, Fla.—Robert Hecksher, 550 kc, 1 kw D. Post office address Box 1486, Fort Myers, Fla. Estimated construction cost $22,472, first year operating cost $35,000, revenue $44,000. Mr. Hecksher is owner of **WMYR Fort Myers.** Filed Dec. 14.

Key West, Fla.—Ken-Sell Inc., 1500 kc, 250 w unl. Post office address P. O. Box 2148, West Palm Beach, Fla. Estimated construction cost $8,830, first year operating cost $72,000, revenue $100,000. Applicant is owner of **WIRK West Palm Beach** and 40% owner **WIRK-TV** there. Filed Dec. 9.

Lafayette, Ind.—J. E. Willis, 1410 kc, 1 kw D. Post office address 121 Barberry Lane, Lexington, Ky. Estimated construction cost $33,221.84, first year operating cost $48,000, revenue $60,000. Mr. Willis is former gen. manager-minority stockholder of **WLAP-AM-FM Lexington, Ky.** Filed Dec. 14.

Corinth, Miss.—Triangle Bcstg. Co., 1330 kc, 1 kw D. Post office address 614½ Waldron St., Corinth. Estimated construction cost $16,237.03, first year operating cost $21,575, revenue $36,200. Principals are equal partners; they are as follows: **Luther C. Moore,** haberdasher; **W. E. Gray,** dry cleaner; **Charles W. Bolton,** school teacher, and **E. H. Huntley,** employe of **WBIP Booneville, Miss.** Filed Dec. 13.

Chillicothe, Ohio—Glacus G. Merrill, 1350 kc, 500 w D. Post office address P. O. Box 1526, Clarksburg, W. Va. Estimated construction cost $15,000, first year operating cost $26,000, revenue $32,000. Mr. Merrill formerly had interests in **WHAR Clarksburg** and **WKYR Keyser,** both **W. Va.** Filed Dec. 9.

Clinton, S. C.—Clinton Bcstg. Co., 1410 kc, 500 w D. Post office address Rt. 1. Greenville, S. C. Estimated construction cost $11,520, first year operating cost $30,000, revenue $39,000. Principals are: **Virginia S. Greer** (34%), housewife; **J. T. Presson** (20%), engineer-announcer **WELP Easley, S. C.**; **H. E. Payne** (20%), feed store owner; **Cleatus O. Brazzell** (13%), commercial and gen. manager of WELP, and **Henry O. McDonald Jr.** (13%), chief engineer-announcer of WELP. Filed Dec. 14.

Harrisonburg, Va.—Richard Field Lewis Jr., 1150 kc, 1 kw D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $30,200, first year operating cost $55,000, revenue $60,000. Mr. Lewis is owner of **WINC, WRFL (FM) Winchester, Va.; WFVA Fredericksburg, Va.; WSIG Mount Jackson, Va.; WHYL Carlisle, Pa.,** and **WAYZ Waynesboro, Pa.** Filed Dec. 9.

APPLICATION RESUBMITTED

Selmer, Tenn.—Shiloh Bcstg. Co. seeks reinstatement of application for cp for new am to operate on 1010 kc, 500 w D which was dismissed at request of applicant Oct. 31.

APPLICATIONS AMENDED

Madera, Calif.—Mondo Bcstg. Co. application for new am to operate on 1250 kc, 1 kw D amended to change power to 500 w. Amended Dec. 13.

Westport, Conn.—Westport Bcstg. Co. application for new am to operate on 1300 kc, 1 kw D amended to change to 1260 kc and change trans. location. Amended Dec. 13.

Homestead, Fla.—South Dade Bcstg. Co. application for new am to operate on 1430 kc, 500 w D amended to change trans. location. Amended Dec. 13.

Lansing, Mich.—Booth Radio & Television Stations Inc. application for new am to operate on 1390 kc, 500 w D amended to change to 730 kc; install DA-D, change trans.-studio location and make equipment changes. Filed Dec. 9.

Lexington, Mo.—Lexington Bcstg. Co. application for cp to operate on 1570 kc, 250 w D amended to change trans. and studio locations. Amended Dec. 13.

Existing Am Stations . . .

APPLICATIONS

WMRY New Orleans, La.—Granted increased power on 600 kc D from 500 w to 1 kw. Granted Dec. 14.

WNBZ Saranac Lake, N. Y.—Granted change from 1450 kc to 1240 kc, operating with 250 w unl. Granted Dec. 14.

Morristown, Tenn.—Clifford G. Frost cp for new am to operate on 1150 kc, 1 kw D, rescinded because of mutually exclusive application of Cherokee Bcstg. Corp. to change facilities of **WCRK Morristown** from 1450 kc, 250 w unl. to 1150 kc, 1 kw-LS 500 w N, DA-N, which was on file prior to date of Frost grant. Announced Dec. 14.

WNVA Norton, Va.—Granted change from 1050 kc, 1 kw D to 1350 kc, 5 kw D with remote control from main studio site. Granted Dec. 14.

KIKI Honolulu, Hawaii—Granted change from 860 kc to 830 kc, operating with 250 w unl. Granted Dec. 14.

APPLICATIONS

Trumann, Ark.—Poinsett County Bcstg. Co. seeks mod. of cp (which authorized new am station) to change ant.-trans. location. Filed Dec. 14.

WKXY Sarasota, Fla.—Seeks mod. of cp to change hours from D to unl. using power of 500 w N, 1 kw D; change from DA-D to DA-2 and make ant. system changes. Filed Dec. 13.

KJEF Jennings, La.—Seeks cp to increase D power from 500 w to 1 kw. Filed Dec. 13.

KDLM Detroit Lakes, Minn.—Seeks cp to change from 1360 kc to 1340 kc, change power from 1 kw to 250 w, change hours of operation from D to unl. and make equipment changes. Filed Dec. 9.

WFRM Coudersport, Pa.—Seeks cp to increase power from 500 w to 1 kw and make equipment changes. Filed Dec. 14.

WBLR Batesburg, S. C.—Seeks mod. of cp to change from 1410 kc to 1430 kc, to increase power from 1 kw D to 5 kw D. Filed Dec. 13.

WCRK Morristown, Tenn.—Seeks cp to change from 1450 kc to 1150 kc; increase power from 250 w to 500 w N, 1 kw D, install DA-N, change ant.-trans. location and make equipment changes. Filed Dec. 8.

WPUV Pulaski, Va.—Seeks cp to change power from 5 kw, 500 w D (Canadian restricted—lower power is used 2 hours after sunrise and 2 hours before sunset to protect Canadian frequencies) to 5 kw, 1 kw D (Canadian restricted). Filed Dec. 13.

KITI Chehalis, Wash.—Seeks mod. of license to change station location to Chehalis-Centralia, Wash., and add new main studio at Lewis & Clark Hotel, Centralia, Wash. Filed Dec. 9.

KWIE Kennewick, Wash.—Seeks mod. of license to change station location to Kennewick-Richland-Pasco, Wash. Filed Dec. 13.

KBRC Mount Vernon, Wash.—Seeks cp to increase N power from 500 w to 1 kw and make DA system changes. Filed Dec. 9.

KANI Kaneohe, Oahu, Hawaii—Seeks mod. of license to change main studio location to "to be determined", Kailua, Hawaii, on 1150 kc; waiver of sec. 3.30 of rules. Filed Dec. 13.

APPLICATION AMENDED

KGMS Sacramento, Calif.—Application for cp to change hours of operation from D to unl. using 1 kw; change from DA-D to DA-2, and change trans.-studio location amended to decrease N power to 500 w. Amended Dec. 13.

PETITION

Daytime Broadcasters Inc.—Petitions FCC to amend rules and regulations so as to provide stabilized and extended fixed hours for D stations. Announced Dec. 9.

New Fm Stations . . .

ACTIONS BY FCC

Storrs, Conn.—Application by **Husky Network** for new non-commercial fm station returned re frequency. Announced Dec. 8.

Nacogdoches, Tex.—Lee Scarborough, granted 100.1 mc, 330 w unl. Post office address P. O. Box 248, Nacogdoches. Estimated construction cost $3,250, first year operating cost $2,550, revenue $7,448. Mr. Scarborough is radio-tv sales service store owner. Granted Dec. 14.

Existing Fm Stations . . .

APPLICATIONS

KBMS (FM) Glendale, Calif.—Seeks mod. of cp. to change studio site to 135 S. Kenwood St., Glendale. Also requested: ERP of 17.8 kw; ant. height above average terrain, 774 ft. and make equipment changes. Filed Dec. 14.

WDSU-FM New Orleans, La.—Seeks cp to change trans. location to Tournefort St. between Celestine and Josephine Sts., New Orleans, and ERP to 3.18 kw with ant. 781 ft. above average terrain. Filed Dec. 8.

WCRB-FM Waltham, Mass.—Seeks cp to change ERP to 9.2 kw; ant. height above average terrain

(Continues on page 111)

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Both properties adequately equipped. One station has 500 watts serving retail trading area of 200,000. One other station in area. $50,000.00—one-half down; balance out over reasonable period. Other station 1000 watts. Single station market serving rich rural retail trading area in excess of 7500. Terms.

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RADIO

Help Wanted

Managerial

Sales manager for progressive long established 250 Mutual in coastal North Carolina 17,000 market. Outstanding opportunity for successful, hard-working, radio-experienced salesman of good character. Guaranteed draw, expenses, profit percentage has $7-8,000 potential to start. Tell all, soonest available. Box 682E, B•T.

Sales manager. Must have strong sales background in competitive market. Can invest. California indie. Send resume, photo and date available. Box 771E, B•T.

Salesmen

Young, aggressive salesman for midwest metropolitan station. Excellent opportunity. Guaranteed salary and commission. Box 683E, B•T.

Georgia metropolitan 1000 watt independent needs top-notch salesman with successful background. Good commission and promotion for right man selling hillbilly, gospel and race. Low staff turnover. Good opening in big market. Box 729E, B•T.

Salesman: If you are a top-notch producer with a proven record we want you. Good guaranteed draw plus 5 figure earnings with growing multiple operations in midwest. Please write fully. Box 762E, B•T.

Immediate opening for salesman at Okmulgee, Oklahoma, can also take complete charge of remote studio in city, 10,000. Should be fair announcing. Salary and sales. Guarantee plus liberal commission. Contact Manager, KHB Radio Station.

Immediate opening for aggressive salesman. Salary and incentive. Must be experienced in major market operation. Write directly to Gus Nathan, Commercial Manager, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

Hard-hitting salesman. Experienced only. We're growing fast. Name your own terms! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

PROFESSIONAL RADIO MEN

My organization needs men, not boys. It needs young men who are thoroughly experienced, men not over 30 nor with less than 3 years radio experience and/or schooling. You must be good . . . a professional *in fact*. Two classes of jobs are open: transmitter engineers and staff announcers . . . No combo men. Above-average starting salaries, guaranteed periodic increases, excellent plants and working conditions plus liberal vacation policy. Only sincere, honest men who truly want *more* out of radio need apply. Send tape and resume. Qualified will be personally interviewed.

Moyer Radios
Taylorville, Illinois

RADIO

Help Wanted—(Cont'd)

Wanted . . . successful, experienced salesman for 50 kw station. $400. monthly guarantee. Rush resume, photo and references to Mrs. Kay Feily, WPTR, Albany, New York.

Due to promotion, have opening for two top-notch salesmen, with one of America's top 24-hour independent radio stations in top thirty markets. Large draw, plenty of choice agency and local accounts. Looking for a man who wants to earn $12,000 to $15,000 a year and has the ability to do it. Write all first letter, P. O. Box 1588, Louisville, Kentucky.

Announcers

Experienced announcer-chief engineer. Virginia daytimer. 50-hour week, $80.00. Send tape, photo, resume. Box 595E, B•T.

Progressive fulltime independent with modern new facilities has immediate opening for mature, versatile, experienced announcer to do board shift and assist in other duties. Good pay, congenial staff. If you are afraid of work, do not apply. Box 671E, B•T.

Wanted: Staff announcer who is ready for competitive market of 125,000. Salary entirely dependent on experience and ability. Send tape and resume immediately. Box 690E, B•T.

Announcer: Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 711E, B•T.

Rapidly extending nationally owned tv and radio operation needs two announcers, experienced all phases radio and/or tv including live camera pitches. Rush complete details, audition and photo. Box 716E, B•T.

DJ with air personality—must have bright, friendly style—be able to sell and to read newscasts intelligently—no jive boys! Mature DJ who will give us a good show and top ratings in Michigan second market, Flint. Send tape, resume—if you're the man, we will discuss salary. Box 741E, B•T.

Combo men, experience needed. Chief engineer, announcers for programming and copywriting, daytimer—50 hours week—$65 to $85. Send tape, photo and resume. Box 776E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Excellent salary for fully experienced announcer. Personal interview required. Write KSWI, Council Bluffs, Iowa, for appointment.

Wanted: Alert, experienced copywriter-announcer. This man will join busy, congenial staff. Rush tape, photo, sample copy, resume. Si Willing, Manager, KTLD, Tallulah, La.

Need early in 1956; Experienced, versatile announcer for afternoon shift and one night weekly. Afternoon format flexible format with music, news, weather, interviews, special events. Color on sports. Excellent facilities, good working conditions, and chance to be team member of top-notch radio station with tv affiliation. Write C. L. Hinkle, KWTX, Waco, Texas.

Staff announcer. Music, news, ad-lib and board ability. Send tape, resume to WBCK, Battle Creek, Michigan.

Announcers send your audition or come see me for position at WCNT, Centralia, Illinois, experience.

Morning news announcer with background in writing and delivery local news. 40 hour week. Send full details including salary requirements to William Winn, PD, WESB, Bradford, Pennsylvania.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

RADIO

Help Wanted—(Cont'd)

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Wanted: Experienced announcer with first phone license. $1.76 per hour. WKNK, Muskegon, Michigan.

Top deejay-announcer for personality shows. You can earn top dough. We want top man. Experienced only. Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

WLOF, Orlando, Florida, needs announcer with first class ticket for night shift. Good pay and opportunities. Send tape and full particulars immediately.

Technical

Chief engineer-combo announcer or sales. Can invest. California indie. Send resume, photo, date available. Box 772E, B•T.

Combination announcer-engineer needed at once. Strong on engineering. Call immediately if interested in northern Minnesota. Box 775E, B•T.

Wanted for growing 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative construction and thorough maintenance, with a minimum of supervision. No announcing. Experience desirable but not essential. If you don't fit these specifications, please don't apply. If you do, please let us hear from you soon. WCOJ, Coatesville, Pa.

First class operator, permanent. $1.25 per hour. WHBN, Box 247, Harrodsburg, Ky.

Chief engineer-announcer. New beautifully-equipped 1000 watt daytimer. Send resume and tape or call for interview. Bill Duke, Main 4-4908, WKDL, Clarksdale, Miss.

Engineer-announcer. Experienced only. Must be good! We pay top price! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Fully experienced chief engineer to take charge am-fm operation. Must have know-how to meet all technical problems. Present chief retiring because of health. Excellent opportunity for man who wants stable hours, good working conditions, salary, and executive responsibility. Send details to WMIX, Mt. Vernon, Ill.

Programming-Production, Others

Copywriter needed at once. Male or female. Must type fast. Some air work. Contact Ken Kendrick, KVBC, Farmington, N. M.

Program director-announcer—experienced, for 1kw CBS affiliate. Immediate opening. KVOR, Colorado Springs, Colo.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

Young, aggressive broadcaster currently employed major market seeks management of small town station. Nine years experience all phases. Interested Minnesota, Wisconsin, Iowa. Reply Box 736E, B•T.

Manager-chief engineer available January. Prefer new enterprise in Florida. Consider other location or conditions. Top references, character and technical. Box 740E, B•T.

Experienced station manager. Heavy on sales, public relations, any type announcing and continuity writing. Family man, best of references. Write Box 751E, B•T.

General manager with years small market experience desires opportunity in progressive market. Have tremendous sales ability, do character program, can supervise or fill any radio position. Civic-minded, family, excellent references. Prefer Carolinas, Virginia, Tennessee. Employer knows of ad. Write Box 761E, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Senior account executive, now employed network basic station, wishes to relocate, New York State, New England. Looking for opportunity in management. Experienced independent and affiliate stations. Box 778E, B•T.

Manager and sales director . . . twenty years experience . . . dependable, efficient . . . references. Box 769E, B•T.

Salesmen

Salesman, DJ, engineer, continuity, programming, production, **6 years. College.** Employed. Box 565E, B•T.

Employed manager - salesman - engineer wants quick change, Oklahoma, Texas. Box 675E, B•T.

Ohio, Salesman, high calibre. Announcer, good voice. Experienced. First class license. Accent on sales. Box 738E, B•T.

Announcers

Mature beginner, college, radio-tv school, good board training. Particular interest in news; good delivery. Now in Chicago, location unimportant. Box 657E, B•T.

Recent broadcasting graduate with first phone license seeks employment as combo man or announcer. Tape, photo, etc. on request. Box 684E, B•T.

Looking for competent announcer? Well here I am raring to go. Thoroughly trained in news, commercials, DJ work, sportscasting. Money not critical, right opportunity is. Box 689E, B•T.

Experienced announcer. Desires permanent position in Florida. Excellent background. Available now. Tape. Box 731E, B•T.

Deep, resonant voiced announcer with working knowledge of the business. Prefer news, commercial DJ. Available immediately. Box 732E, B•T.

Top-flight announcer, currently employed as program director at major market regional net affiliate—must move to lower altitude, preferably west coast, for wife's health. More than ten years experience in play-by-play sports, news director at major station, staff work, programming. 30 years old with lots of future at right station. Tapes, background, available. Write Box 734E, B•T.

Attention: East Coast. Reliable, hard worker, authoritative delivery. Want permanent position. Experience. 3rd phone. Radio-tv. Single. Box 743E, B•T.

Top Chicago staff and morning man looking for top in top market that is looking for an audience builder. Minimum of $400.00 monthly salary. Box 748E, B•T.

Low pressure staff sells commercials with sincere, friendly approach. Employed 5000 watt independent desires relocation. 4 years experience, college education, married. Three month trial, then yearly contract. Box 750E, B•T.

Good small station man. Heavy experience—good voice. Southeast. $85—40 hours. Box 753E, B•T.

Alabama, Florida, Georgia . . . warm. "That's what I like about the south." DJ, sports, versatile, experienced, reliable, "I wish I were in Dixie." Box 754E, B•T.

Announcer: Five years experience, can also do some selling, servicing and copywriting. Desire change for personal reasons, available about January 10. Warm climate preferred. Box 757E, B•T.

Staff announcer—7 years experience all phases radio production. Want position in Texas. Salary $95.00 weekly. Can program—sell! Box 766E, B•T.

News, sports, music continuity, overall good staff man. Employed 3 years, one station. Married, age 21. Desire security and $100 weekly. Write Box 767E, B•T.

New York City announcer, well rounded commercial experience, authoritative news, versatile deejay. Wishes to settle Miami area or other major market in Florida. Box 768E, B•T.

Announcer-DJ, news, sports, experienced. George Alley, 200 Portage, Ticonderoga, N. Y.

Announcer, 1st phone, 3 years experience. Edward Fehl, 1512 E. Morrell St., Streator, Illinois.

Experienced announcer relocating permanent staff. Versatile, reliable air personality. News, commercials. Teenager platter appeal. Tom Hopkins, Box 92, Bernardsville, New Jersey. Bernardsville 8-0538.

RADIO

Situations Wanted—(Cont'd)

Experienced DJ-announcer. News, commercials, control board. Veteran, single, third ticket. tape available. Desires radio-tv location. Roy Mergner, 127 Ramsey Avenue, Keansburg, N. J.

1st phone 4 years broadcasting experience. Desire position in same. Clarence Williams, 100 W. 139 Street, New York, N. Y., AU 3-0122.

Technical

Engineer, 1st phone, experience all phases broadcast, operation, maintenance. West preferred, married. No announcing. Box 707E, B•T.

Chief engineer-announcer—experienced 250 to 50 kw, degree, car, tv training. Box 746E, B•T.

Production-Programming, Others

Presently employed general manager of successful small 250 watt station interested in general learning job in tv. Applicant is young with five years experience in all phases of radio. Prefer non-metropolitan market. Box 662E, B•T.

Experienced tv director. Strong local station background with some network experience. Experienced in programming and execution of all production elements. Understand tv station economics. Box 702E, B•T.

PD-announcer — thoroughly experienced PD — strong on news, sports and music. Excellent background, references. Northeast. Box 725E, B•T.

Program-news director desires relocation progressive station. Fully experienced radio news, DJ, announcer. Married; excellent references. Box 749E, B•T.

Girl with promotion ideas, management, production, programming, continuity. Salary open. Like to locate permanently in smaller midwest city (10,000). Now employed traffic manager (2 years). Write for resume. Box 759E, B•T.

Newsman experienced in picking it up and writing it down. Two years experience on-camera. Single, veteran. Reply: Don Meighan, KENI, Anchorage, Alaska.

TELEVISION

Help Wanted

Salesmen

Successful, thoroughly experienced tv sales manager needed immediately for NBC outlet in rich market. Send complete information, first letter, to Box 782E, B•T.

Announcers

Experienced announcer need for full power Michigan vhf staff and on-camera work. Personality type with punch. Send photo and resume. Box 642E, B•T.

Wanted: Tv morning man—mature two hour show daily competition is network. Salary open. Prefer southern New England performer. Box 744E, B•T.

Rapidly extending nationally owned tv and radio operation needs two announcers, experienced all phases radio and/or tv, including on-camera pitches. Rush complete details, audition and photo. Box 777E, B•T.

Announcer for television staff work. Need not be experienced in television. Must have radio background. Write J. W. Kelin, Jr., PD, Post Office Box 470, Rockford, Illinois.

Technical

South Florida, full power vhf station, needs studio engineer with maintenance experience. Box 779E, B•T.

Transmitter and studio engineers for new station. RCA or DuMont experience preferred but not necessary. Phone El Dorado, Arkansas, Union 2-3480 or write to Mr. Carrol Blewster, KRBB-TV Station.

Experienced studio maintenance engineer. Top salary. KTBS-TV, Shreveport, La.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced program director needed, with plenty of ideas, for No. 1 station in this market. Send full info immediately to Box 783E, B•T.

Have openings for the following positions to right after the first of the year: One traffic manager, experienced; one film editor, girl, experienced or schooled; two continuity writers, experienced in tv preparation. These positions must be competently filled immediately, so if you can provide the qualifying background, experience and references to prove it, send resume, picture and full details to Program-Production Department, WSAV-TV, Liberty National Bank Building, Savannah, Georgia.

Situations Wanted

Salesmen

Top-flight radio time salesman. Eight years experience. Annual earnings have been in excess of $10,000. Family man age 33. Want tv opportunity. Reply Box 728E, B•T.

Radio sales manager, experienced announcer-newscaster, college graduate, veteran, married, dependable, mature, sober. Box 774E, B•T.

Announcers

Announcer, 10 years experience radio and television, specialty news, seeks employment with future in major market. Proven commercial record. Box 755E, B•T.

College graduate, BM, 30 years. 10 years in show business, 4 years radio. Experience in radio directing, production, announcing, remotes, currently doing DJ, plus sales. Interested in—tv shows, announcing and directing. Desire midwest with talent potential. Box 760E, B•T.

Technical

First class television engineer seeks permanent position. Three years experience all phases studio work. Married. Prefer midwest or Florida. Available immediately. Box 739E, B•T.

Tv engineer, rounded experience, desires control room work. Eastern U.S.A. Box 756E, B•T.

Programming-Production, Others

Imaginative and energetic film director with 5 years network and local background in station film operations, news, film production, public relations. College. Seeks position as film director and/or assistant program director with community-conscious station in active market. Resume and references. Box 727E, B•T.

Best producer-director, four years local tv experience . . . talented . . . imaginative . . . personable . . . can fill your demands! Box 745E, B•T.

Tv director; producer, announcer, writer, emcee. 14 years all phases radio and tv. Present position, seven years (1-A market). Responsible family man, liberal arts education, excellent credit rating, civic-minded, home owner. Network production and announcing. Consider small or large area with progressive outlook. Box 747E, B•T.

Hell of a producer available January 1. Box 780E, B•T.

(*Continued on next page*)

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

FOR SALE

Stations

Profitable daytime station in midwest city 10,000. Price $40,000, with 25% down. Box 737E, B•T.

Here's a honey! One station market, grossing about $110,000. Exceptional expansion possibilities. $100,000 firm, half cash. Principals only. Include bank references. Box 758E, B•T.

Southwest. 250 w local. Mis-managed through absentee ownership. Only $8,000 down. Box 763E, B•T.

Rural radio station with auditorium. Radio daytimer doing well earning between $15,000 and $20,000. No competition. Auditorium earnings can pay off station in 5 years. Rest gravy. Building and real estate valued $150,000. Down $50,000. Southern location. Box 764E, B•T.

Active partner—chief engineer, sales manager or program director. California independent. Send resume, photo, amount of investment. Box 773E, B•T.

Partially constructed vhf tv station to be ABC outlet in 3-station market, ranked within "top 100" of nation. For sale at cost of expenses to date, less than $100,000. Paul H. Chapman, 84 Peachtree, Atlanta.

For money making eastern stations contact John I. Hanly, 1739 Connecticut, N. W., Washington, D. C.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

FOR SALE

Equipment

6 Gates CB-11 3 speed turntables $85 each . . . 2 for $160. Guaranteed A-1 condition. Cash only. Also 1 Raytheon 250 transmitter and Raytheon delux console $1,800 complete. Box 678E, B•T.

G.E. power supplies, slide projector and attachments, stablizing amplifiers, pre-set panel, master control panel, etc. Equipment has been in storage but not in use. For details and price write Box 687E. B•T.

FOR SALE—(Cont'd)

Equipment

RCA BTF3 3 kw fm transmitter—less tubes—best offer. Box 730E, B•T.

Travis tapak portable battery recorder—like new condition. Lightweight. Reasonable. Box 742E, B•T.

Frequency extension kit consisting of six high pressure nitrogen condensers, other related items. Material unused. Excellent condition. Sacrifice. Box 765E, B•T.

RCA high frequency field intensity meter type 301-B, 18 to 125 megacycle, am & fm. Don Abitz, KDTH, Dubuque, Iowa.

General Electric fm remote pickup receiver, like new, with 170.15 mc crystal. $100.00. KFRD, Rosenberg, Texas.

For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding etc., fastest service—Also station am monitor service. Send for catalog. Eidson Electronic Co., Temple, Texas.

Console, studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord PT63JA, 3 speed. New condition. Also 60 10½" aluminum spools. P. O. Box 5025, Jacksonville 7, Florida.

Attention Station Managers. Do you need a variety of voices in your radio or tv programs, if so what you need is "3-Voices" (3 completely different voices from one). All distortion free. "3-Voices" comes complete with instructions for only $49.95. This device is excellent for announcer schools. Remittance must accompany all orders and/or inquiries. Send $49.95 plus $1.25 for packaging and mailing to "3-Voices", Chief Engineer, KRIG, Odessa, Texas. Warning: Commercial use of this device, without expressed permission of the designer, is prohibited by law.

WANTED TO BUY

Stations

I want to buy a radio station. Am presently station manager wanting to become station owner. Send complete information. Have down payment. Box 696E, B•T.

Station wanted. Colorado, Texas, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment

REL transit radio receivers. Will buy up to 50 in lots of 5. Give full details, etc. Box 735E, B•T.

Wanted: Complete, good, low cost, 250 w package. We need it, what do you want? Box 781E, B•T.

Wanted: GL7D21 transmitting tubes. State price and condition. KMFM, Mountain Park, New Mexico.

Wanted: 10 kw fm power amplifier; also 300 feet each of 1⅝ and 3⅛ 51.5 ohm transmission line. Write Judson D. Edwards, KSON, 630 F Street, San Diego, California.

Wanted: Pylon fm antenna tuneable to high end of band such as RCA BF-14B1. Write Judson Edwards, KSON, 630 F Street, San Diego, California.

Maggie PT6-AH contact. KYNO, Fresno, California.

Image orth camera chain, sync generator, 7000 mc microwave and audio console wanted. Our terms cash. Please advise F.O.B. price and condition. Chief Engineer, WDAK-TV, Columbus, Georgia.

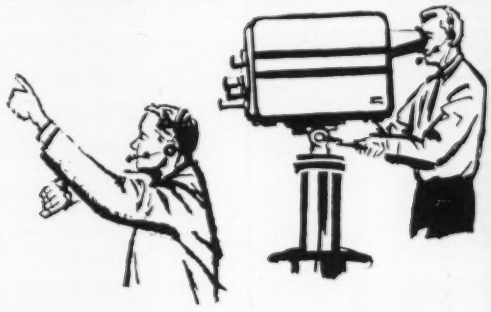
Wanted: 2 equipment racks in good condition. Would like RCA type 84, or equivalent. Send photo (if possible) and asking price to: A. R. Moser, WNMP, 2201 Oakton Street, Evanston, Ill.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

IMMEDIATE RESULTS!



THAT'S WHAT YOU GET WHEN YOU CALL JOHN BIRREL AT NORTHWEST WITH YOUR TV PERSONNEL NEED. WIRE OR CALL COLLECT TODAY.

SUBSCRIBER NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N.W. 21st Avenue, Portland 9, Oregon

HOLLYWOOD, CALIFORNIA . . . . . 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

(Continues from page 106)

180 ft.; move trans. to 748 South St., Waltham, Mass., and change ant. system. Filed Dec. 14.

Ownership Changes . . .

ACTIONS BY FCC

WILD Birmingham, Ala.—Granted assignment of license to Gordon Alabama Bcstg. Co. for $175,000. Principals are Pres. **Sherwood R. Gordon** (70%), owner of **WSAI-AM-FM Cincinnati, Ohio**; Treas. **Louis A. Wildman** (30%), director of WSAI-AM-FM and Secy. **Ida F. Wildman** (no stock). Granted Dec. 14.

KWHN Fort Smith, Ark.—Granted transfer of control to **Hiram S. Nakdimen** for $9,000. Mr. Nakdimen will now own more than 50% interest for first time. Mr. Nakdimen is 33.3% owner **KNAC-TV Fort Smith**, for which an ownership change is pending. Granted Dec. 8.

MISCELLANEOUS

Tape recorders, 1200' tapes $1.59, radios, phonographs. Wholesale. Free catalog. Towers, Box 155, Philadelphia.

Jerry, write how you are. Florence Kroll, YWCA, 111 Storms Ave., Jersey City.

RADIO

Situations Wanted

Programming-Production, Others

I WANT TO COME HOME

If you're a broadcaster or agency in a large city within a few hundred miles of Boston, then you're close enough to home for me. College graduate with very varied experience in mass media. Excellent references. Currently continuity and promotion-publicity director for mid-western indie. Experience as TV director, engineer, newswriter. I hold second phone . . . will get first if desirable. Consider anything close to Boston. Ambitious, young, intensely loyal . . . ask my references. Write Box 726E, B•T.

TELEVISION

Help Wanted

Programming-Production, Others

News Film Photographer

Position open at progressive Eastern Network station. Job holds great potential for advancement. 5 day work week. Salary above average. TV News film and writing experience required.

Box 770E, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

KCHV Coachella, Calif.—Application for assignment of license to **Edward W. Gorges** returned. Only one copy filed. Returned Dec. 14.

KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WGTH-AM-TV Hartford, Conn., WEAT-AM-TV West Palm Beach, Fla., WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, WHBQ-AM-TV Memphis, Tenn.—Granted assignment of licenses from General Teleradio Inc. to **RKO Radio Pictures Inc.** Corporate change only; no change in control. Granted Dec. 12.

KMBY Monterey, Calif.—Granted assignment of license to KMBY Bcstg. Corp. for $10,405.20. Present sole owner **Frederick A. Gwynn** will retain 25% interest and **B. P. Timothy**, present KMBY sales manager, will be president and 75% stockholder. Granted Dec. 14.

KSPA Santa Paula, Calif.—Granted assignment of license to **Juan G. Salas** for $25,000. Mr. Salas owns grocery in Santa Paula. Granted Dec. 14.

WIPC Lake Wales, Fla.—Granted transfer of license to **Kenneth H. Berkeley** for $51,387.50. Mr. Berkeley is former vice pres. and general manager of **WMAL-AM-TV Washington, D. C.** Granted Dec. 14.

KWCJ Natchitoches, La.—Granted transfer of control to Pres. **B. Hillman Bailey Jr.** (50%), and Secy.-Treas. **Norman A. Fletcher** (50%), for $60,677.91. Mr. Bailey is former program director **KVOL Lafayette, La.**, and Mr. Fletcher is former news director, chief announcer of KVOL. Granted Dec. 14.

KAAA Red Wing, Minn.—Granted assignment of license to Hiawatha Valley Bcstg. Co. for $60,000. Equal principals are brothers **Victor J.** and **Nicholas Tedesco**, minority stockholders of **WCOW St. Paul, Minn.**, co-partners in applicant for new am at Rochester, Minn., and owners of **WKLJ Sparta, Wis.** Granted Dec. 14.

KDKD Clinton, Mo.—Granted assignment of license to Osage Bcstg. Co. for $30,000 plus assumption of $5,000 in liabilities. Principals in equal partnership are: **O. A. Tedrick**, 16% owner **KBTO El Dorado, Kan., William J. Allen**, dentist, and **William R. Tedrick**, owner **KWRT Booneville, Mo.**, 16% owner KBTO and one-third owner **KGHM Brookfield, Mo.** Granted Dec. 14.

KBIA Columbia, KCHI Chillicothe, KREI Farmington, all **Mo., KCLO Leavenworth, KCRB Chanute**, both **Kan.**, and **WINI Murphysboro, Ill.**—Granted assignment of licenses from Cecil W. Roberts and Jane A. Roberts, joint tenants, to **Cecil W. Roberts** and **Jane A. Roberts**, his wife. Corporate change only. Granted Dec. 8.

WNEW New York, N. Y.—Granted transfer of control to WNEW Bcstg. Co. for $4,076,887.67. Principals include: **J. D. Wrather** (37.5%), with interests in **KFMB-AM-TV San Diego**, grant for uhf in Boston, and pending application for Corpus Christi, Tex., tv; **John L. Loeb** (37.5%), investment banker, and Pres. **Richard D. Buckley** (25%) (also one of sellers). Granted Dec. 14.

WJZM Clarksville, Tenn.—Granted assignment of license to **Campbell & Sheftall** with same original partners but adding station Asst. Manager **John H. Bailey** who will hold 5% for which he is paying $7,500. No change in control. Mr. Bailey is 20% owner **WDKN Dickson, Tenn.** Granted Dec. 14.

KERC Eastland, Tex.—Granted assignment of license to Tri-Cities Inc. for $30,000. Principals are: Pres. **Hugh Neeld** (25%), employe of **KSEY Seymour, Tex.**; **Vice Pres. D. J. Brookreson** (25%), attorney and **Secy.-Treas. D. J. Brookreson II** (25%), attorney. Still outstanding is 25% share of stock. Granted Dec. 14.

WLOW Portsmouth, Va.—Granted assignment of license to Winston-Salem Bcstg. Co. for $212,500. Winston-Salem Bcstg. is licensee of **WTOB-AM-TV Winston-Salem, N. C.** Granted Dec. 14.

APPLICATIONS

KRUX Glendale, Ariz.—Seeks assignment of license to Bartell Broadcasters Inc. for $70,000. Sale is exercise of option given when Bartell bought **KCBQ San Diego.** Bartell owns **WAPL Appleton, Wis., WAKE Atlanta, Ga., WMTV (TV) Madison, Wis., WOKY Milwaukee.** Filed Dec. 14.

KERO Bakersfield, Calif.—Seeks assignment of license to KGEE Inc. for $85,000. Principals include: **Pres. C. Dexter Haymond** (55%), vice pres.-2.4% owner of **KIT Yakima**, and vice pres.-6.7% owner **KMO-AM-TV Tacoma**, both **Wash.**; Vice Pres. **Carl E. Haymond** (45%), pres.-97.6% owner KIT, pres.-93.3% owner KMO-AM-TV, and Secy.-Treas. **Paul F. Benton** (no stock), secy.-treas. of KIT and KMO-AM-TV. Filed Dec. 9.

WNOG Naples, Fla.—Seeks assignment of license to Radio Naples Inc. for $35,200. Principals are: **R. J. Neckerman** (approx. 5%), insurance; **Harold S. Smith** (approx. 6%), attorney, and **William J. Ryan** (approx. 89%), employe of Jules Power Productions Inc. (tv show producer). Filed Dec. 14.

WGLS Decatur, Ga.—Seeks transfer of control to Republic Bcstg. System Inc. for $40,500. Principals include: Exec. Vice Pres. **Henry W. Lanham** (33%), former minority stockholder of **WBGE-AM-FM Atlanta, Ga.**, and Trinity Bcstg. Corp., licensee of **KLIF Dallas, KELP El Paso, WRIT Milwaukee**, and permittee of **KOKE-TV El Paso.** Filed Dec. 14.

WLOI La Porte, Ind.—Seeks transfer of control (80%) to **Dee O. Coe, J. M. Coe, C. S. Coe, Victor H. Voss, J. H. Shoemaker** and **L. B. Weller** for $15,000. Ownership is to be as follows: Pres. Dee O. Coe (50.4%), pres.-gen. manager-stockholder in **WWCA Gary, Ind.**; Vice Pres. Victor H. Voss (8%), secy.-stockholder in WWCA; Treas. J. H. Shoemaker (6.35%), former sales manager of WWCA, and Secy. L. B. Weller (3.25%), former sales promotion manager of WWCA. Filed Dec. 13.

KCLO Leavenworth, Kan.—Seeks assignment of license to Leavenworth Bcstg. Co. for $40,000. Partners are: **Stephen P. Bellinger** (30%), pres. of Aircast Inc., applicant for new tv station at Owensboro, Ky., 25% owner **WVMC Mt. Carmel, Ill.**, 22.5% interest **WIZZ Streator, Ill.**; **Morris E. Kemper** (30%), 37.5% owner WVMC, 11.5% of WIZZ, 12.5% of **WILO Frankfort, Ind.**, 12.5% of **WINL (FM) Lebanon, Ind.**, and 30% owner of Aircast; **Joel W. Townsend** (15%), 18.75% interest in WVMC, 6% of WIZZ, 6.25% of WILO and WINL (FM), 20% interest in Aircast; **Ben H. Townsend** (15%), holds same broadcast interests as Joel W. Townsend, and **T. Keith Coleman** (10%), 12.5% of WILO, 11.5% of WIZZ, and 12.5% of WINL (FM). Filed Dec. 14.

KANS Wichita, Kan.—Seeks assignment of license to KANS Bcstg. Co. for $100,000. Principals are equal partners **Kenyon Brown** (see Wichita Falls, Tex., sales, below), and **Frank J. Lynch.** Mr. Brown, besides **KWFT-AM-TV** interests below, is 33% owner **KGLC Miami, Okla.**, 49% owner **KBYE Oklahoma City, Okla.**, and is 33.3% owner of applicant seeking acquisition of **KFEQ-AM-TV St. Joseph, Mo.** Mr. Lynch is 49% owner of KBYE and 5.3% of KGLC. Filed Dec. 13.

WLBJ-AM-FM Bowling Green, Ky.—Seeks assignment of license to Greenwood Bcstg. Co. for $60,000. Sole owner of applicant is **Cy N. Bahakel**, owner of **WKOZ Kosciusko, WABG Greenwood**, both **Miss., WKIN Kingsport, Tenn., WPLH Huntington, W. Va., WRIS Roanoke**, and **WWOD Lynchburg**, both **Va.** Filed Dec. 14.

WDGY Minneapolis, Minn.—Seeks assignment of license to Mid-Continent Bcstg. Co. for $334,200. Applicant is licensee of **KOWH Omaha, Neb., WTIX New Orleans**, and **WHB Kansas City, Mo.** Filed Dec. 14.

KSWM-AM-TV Joplin, Mo.—Seeks relinquishment of negative control (50%) by **Austin A. Harrison** to remaining stockholders of licensee Air Time Inc. Corporate change only; no change in control. Filed Dec. 9.

WMSN Raleigh, N. C.—Seeks assignment of license to Merchants & Farmers Radio Station WMSN Inc. for $8,000 plus other considerations. Pres. **B. H. Ingle Sr.** is 98% owner. Mr. Ingle owns WMSN and is partner in **WFVG Fuquay Springs, N. C.** Filed Dec. 14.

WKOV Wellston, Ohio—Seeks transfer of control (65%) to **Dexter Park Robinson**, presently 25% owner of station, for $13,000. Filed Dec. 14.

KIHR Hood River, Ore.—Seeks assignment of license to **Oregon-Washington Broadcasters Inc.** Change is in corporation; no change in control. Filed Dec. 9.

KXL Portland, Ore.—Seeks assignment of license to **Mount Rainier Radio & Television Bcstg. Corp.** Corporate change only; no change in control. Filed Dec. 13.

WLBG Laurens, S. C.—Seeks assignment of license to Laurens-Clinton Bcstg. Co. for $21,393.81. Principals include Scotland Bcstg. Co. (73%), licensee of **WEWO-AM-FM Laurinburg, N. C.**, and **C. W. Hogan** (25%), salesman for **WBTW (TV) Florence, S. C.** Filed Dec. 9.

KZIP Amarillo, Tex.—Seeks assignment of license to Panhandle Bcstg. Co. for $20,000. Present stockholders **David P. Pinkston** and **Ray Winkler** will then be equal partners. Mr. Winkler is purchasing 40% of station held by **W. J. Duncan** for above amount. Filed Dec. 14.

KSYD, KWFT-AM-TV Wichita Falls, Tex.—Seek assignment of KWFT to **Nat Levine, Irving and Murray Gold, Sidney Grayson, Theodore Shanbaum** and **Ben, Leon** and **Roy Aaron** (Messrs. Grayson and Levine presently own KSYD) for $75,000 and of KWFT-TV for $750,000 plus $73,366.40 for color and power-boosting equipment not yet in use. KWFT is then to be resold to present principal **Keynon Brown** for $75,000. KSYD ownership is to be enlarged to include Messrs. Aaron, Shanbaum and the Golds. New KSYD owners are to purchase their interests for $40,600 and hold same percentages in KSYD as in KWFT-TV. Mr. Grayson, pres., will hold 5%; Mr. Levine secy.-treas. 25%; Irving Gold, vice pres., jobber of venetian blind supplies, 12.5%; Murray Gold, electrical contractor, 12.5%; the Aarons (Ben is a vice pres.), dry goods wholesalers, each holds 6.7%, and Mr. Shanbaum, vice pres., optical firm interests, 25%. Filed Dec. 9.

WSKI Montpelier, Vt.—Seeks assignment of license to **Paul J. Perreault** for $60,000. Mr. Perreault and wife own mail order shoe firm; he is former manager of **WNBH New Bedford, Mass.** Filed Dec. 8.

APPLICATION RESUBMITTED

WJZM Clarksville, Tenn.—Application for assignment of license to **Campbell & Sheftall** resubmitted. Resubmitted Dec. 8.

Hearing Cases . . .

INITIAL DECISIONS

KNBY Newport, Ark.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of **KNBY Newport** to change from

1280 kc to 730 kc, operating as before with 1 kw D. Action Dec. 8.

Raymondville, Tex.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Hale Schaleben and Van N. Culpepper for new am to operate on 1240 kc, 250 w, unl. in Raymondville, Tex., denial of application of John F. Thorwald seeking same facilities for new station in Harlingen, Tex., and denial for default of application of Border Broadcasters Inc., to change frequency of station **KVOZ Laredo, Tex.**, from 1490 kc to 1240 kc, operating as before with 250 w, unl. Action Dec. 8.

FINAL DECISIONS

St. Louis, Mo.—By order of Dec. 14, Commission (1) granted petition of **WIBV Belleville, Ill.**, requesting Commission vacate Oct. 12 order (which, on protest by WIBV, postponed effective date of Aug. 19 grant to Barrington Co., St. Louis, to change ant., trans. and studio locations of WEW, operate trans. by remote control and change trans., and designated application for oral argument); (2) permitted WIBV to withdraw petition for reconsideration and dismissed same, and (3) made Aug. 19 grant to WEW effective immediately.

Painesville, Ohio—Dec. 14 FCC made effective immediately initial decision released Nov. 9 and granted cp to **Theodore H. Oppegard** and **Carl R. Lee** d/b as Somerset Bcstg. Co. for new am to operate on 1460 kc, 500 w D, in Painesville.

Mexia, Tex.—Dec. 7 FCC, on petitioner's request, removed from hearing docket and granted application of J. B. McNutt Jr., tr./as Bi-Stone Bcstg. Co. for cp for new am to operate on 1590 kc, 500 w D in Mexia. Announced Dec. 8.

Madison, Wis.—Dec. 7 FCC granted Radio Wisconsin Inc. new tv to operate on ch. 3 in Madison and denied competing application of Badger Television Co. Announced Dec. 12.

KPLN Camden, Ark.—Dec. 7 FCC made effective immediately initial decision setting aside and cancelling Commission action of April 1, 1953, which granted assignment of cp for **KPLN Camden**, from Leo Howard, tr./as Mid-South Bcstg. Co., to D. R. James Jr. and denied said application. Grant had been protested by **KAMD Camden.** KPLN was ordered on April 13, 1955, to cease operation midnight April 30 pending outcome of instant proceeding. Announced Dec. 8.

Ft. Wayne, Ind.—By memorandum opinion and order of Dec. 7, Commission revised record of proceeding (which had been reopened on remand), including decision, to reflect death of Paul V. McNutt, and ordered that no further revision is made of Commission's decision of Sept. 29, 1954, which granted new tv station to Radio Fort Wayne Inc., to operate on ch. 69 in Fort Wayne, Ind., and denied competing application of James R. Fleming and Paul V. McNutt, d/b as Anthony Wayne Bcstg. (Sept. 29, 1954, decision was stayed on July 29, 1955, pending determination of effect of death of Paul V. McNutt upon said decision.)

Madison, Wis.—Dec. 7 FCC dismissed as moot those parts of petition for institution of rule-making proceeding filed by **WKOW-TV Madison** and petition to adopt policy of deintermixture or for alternative relief filed by **WTVO (TV) Rockford, Ill.**, which requested stay of above proceedings, as well as petition for stay filed by WTVO (TV); denied petition for intervention and other relief filed by WKOW-TV and **WMTV (TV) Madison** and petition for leave to intervene and for further relief filed by WTVO (TV). Announced Dec. 12.

OTHER ACTIONS

Uhf-Vhf—Commission incorporated in its general tv rule-making proceeding record in outstanding rule-making proposal to increase maximum power for uhf stations to 5 megawatts and, accordingly, terminated that particular proceeding initiated June 23. Also, because they request changes to present tv rules which bear directly on overall problems, following ch. assignment petitions will be considered together: **Albert J. Balusek**—deintermix ch. assignment in all communities; **Uhf Industry Coordinating Committee**—to (1) authorize vhf stations on case-to-case basis at mileage separations lower than present minimum and (2) consider allocations problem under broad rule-making proceeding. Portion of petitions requesting suspension of new grants which would increase intermixture not included; **ABC**—partial deintermixture, reduced vhf separations at reduced powers and other revisions, and **Sharfeld & Baron**—make ch. assignments on basis of individual application rather than under fixed table of assignments. Announced Dec. 14.

Redding, Calif.—**Shasta Telecasters** and **Sacramento Broadcasters Inc.** designated for consolidated hearing on applications for new tv to operate on ch. 7 in Sacramento. Announced Dec. 14.

Salt Lake City-Tooele, Utah—**Dale R. Curtis**, Salt Lake City, and **Tooele County Radio & Television Bcstg. Inc.** designated for consolidated hearing for new am station to operate on 990 kc, 1 kw D, in Salt Lake City and Tooele, respectively. Announced Dec. 14.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican Broadcast Stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941. Listing includes call letters, location, power, hours of operation, class of station and probable date of operation.

Mexican Change List No. 185 Nov. 14, 1955

880 kc

XEFX Guaymas, Sonora (now in operation)—250 w D, Class II, 10-17-55.

920 kc

XEQN Hermosillo, Sonora (change call letters from XEBH)—5 kw D, 1 kw N unl., Class III-B, 2-14-56.

1130 kc

XEJW Jalapa, Veracruz (change call letters from XEJJ)—10 kw DA-N unl., Class II, 11-14-55.

1240 kc

XEBQ Empalme, Sonora (increase D power)—1 kw D, 250 w N unl., Class IV, 2-14-56.

1250 kc

XEDL Hermosillo, Sonora (increase daytime power)—1 kw D, 500 w N unl., Class III-B, 2-14-56.

1270 kc

XEJJ Jalapa, Veracruz (change call letters from XEJW)—250 w, unl., Class IV, 11-14-55.

1340 kc

WEUX Tuxpan, Nayarit (increase D power)—1 kw D, 250 w N unl., Class IV, 2-14-56.

1490 kc

XEGT Zamora, Michoacan (increase D power) 1 kw D, 250 w N unl., Class, IV, 2-14-56.

XEOB Torreon, Coahuila (increase D power)—1 kw D, 250 w N unl., Class IV, 2-14-56.

1540 kc

XEBH Hermosillo, Sonora (change call letters from XEQN)—5 kw unl., Class II, 11-14-55.

Routine Roundup . . .

December 8 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Palomar Bcstg. Co., Escondido, Calif.—Dismissed as moot (1) petition for enlargement of issues, (2) supplemental petition for enlargement of issues and (3) petition for review of order of hearing examiner. Action Dec. 6.

CBS—Granted petition for extension of time to Dec. 16 to file replies to exceptions and briefs filed to initial decision re application for consent to transfer of control of Hudson Valley Bcstg. Co., Albany, N. Y. (WROW-AM-TV). Action Dec. 5.

By Hearing Examiner Annie Neal Huntting

Elizabethtown-Columbia, Pa.—Ordered prehearing conference Dec. 13, re am applications of Musser Bcstg. Co., Colonial Bcstg. Co. both Elizabethtown, Pa., and Radio Columbia, Columbia, Pa. Action Dec. 5.

By Hearing Examiner J. D. Bond

WLAQ, Rome, Ga.—Issued order after prehearing conference which shall govern course of hearing re applications for consent to transfer of control **WLAQ Rome** and for renewal of license of WLAQ; hearing continued from Dec. 19 to Dec. 20. Action Dec. 5.

By Hearing Examiner H. Gifford Irion

Fort Lupton-Brighton, Colo.—Ordered date for exchanging exhibits is continued from Dec. 7 to Jan. 5, 1956, and date for commencement of hearing is continued from Dec. 19 to Feb. 20, 1956, re am applications of Harry Laurence Hill, Fort Lupton and Arline S. Hodgins, Brighton, both Colo. Action Dec. 5.

By Hearing Examiner Thomas H. Donahue

Kossuth County Bcstg. Co., Algona, Iowa—Granted motion for leave to amend its am application to specify change from 970 kc to 1600 kc and to reflect recent change in ownership of applicant corp. and application, as amended, is removed from hearing docket. Action Dec. 2.

December 8 Applications

ACCEPTED FOR FILING

Modification of Cp

WAMM Flint, Mich.—Seeks mod. of cp to make changes in DA pattern.

WNEM-TV Bay City, Mich.—Seeks mod. of cp to make slight change in trans. location, no change in description, and make equipment changes.

WKNY-TV Kingston, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 24, 1956.

KFBC-TV Cheyenne, Wyo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Feb. 1, 1956.

License to Cover Cp

KUNO Corpus Christi, Tex.—Seeks license to cover cp which authorized changes in ant. system.

WTVT (TV) Tampa, Fla.—Seeks license to cover cp which authorized new tv station and to specify studio location as 1113 Memorial Hwy., Tampa.

WSLS-TV Roanoke, Va.—Seeks license to cover cp which authorized new tv station.

Modification of License

WBFM (FM) New York—Seeks mod. of license to change name to WBFM Inc.

Renewal of License

WDBQ Dubuque, Iowa (resubmitted): **KFRU Columbia, Mo.**; **WRFW Eau Claire, Wis.**; **WOC-FM Davenport, Iowa.**

December 9 Decisions

ACTIONS ON MOTIONS

West Virginia—On joint request of **WJPB-TV Fairmont, W. Va.**, and West Virginia's Research Center Inc., filed Dec. 2, Commission on Dec. 7, extended time for filing comments from Dec. 3 to Dec. 28 and time for filing replies to such comments to 10 days thereafter re proposed rule-making on petition of April 6 by WJPB-TV to make ch. 5, assigned Weston, W. Va., for non-commercial educational use, available at Weston for commercial use.

By Hearing Examiner Elizabeth C. Smith

KLLL Lubbock, Tex.—Granted petition to remove its am application from hearing and return it to processing line. Action Dec. 8.

Umatilla Bcstg. Enterprises, Pendleton, Ore.—Granted petition to remove from hearing and return to processing line am application. Action Dec. 6.

By Hearing Examiner Herbert Sharfman

WEOL Elyria, Ohio—Issued order after prehearing conference, including memorandum of ruling denying request for continuance of hearing, now scheduled for Jan. 18, 1956, re application for renewal of license of WEOL Elyria. Action Dec. 6.

By Hearing Examiner Hugh B. Hutchison

Indiana—Granted petition of chief of Broadcast Bureau to remove from hearing docket and return to processing line am applications of Rollins Bcstg. Inc., Indianapolis, Ind., and **WARU Peru, Ind.**; hearing now scheduled for Jan. 16, 1956, is vacated. Action Dec. 7.

December 9 Applications

ACCEPTED FOR FILING

Modification of Cp

KADM Othello, Wash.—Seeks mod. of cp to change name of permittee to K. B. Brownlow Ward and R. E. Pollock d/b as Othello Radio.

WHBF-TV Rock Island, Ill.—Seeks mod of cp (which authorized changes in existing tv station) to extend completion date to June 21, 1956.

WDAM-TV Hattiesburg, Miss.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 4, 1956.

Renewal of License

KTTS-TV Springfield, Mo.

License to Cover Cp

KWRW Guthrie, Okla.—Seeks license to cover cp which authorized new am station.

December 13 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Radio Station KFH Co., Wichita, Kan.—Granted petition for extension of time to Dec. 15 to file reply to "Motion to Dismiss or Opposition to Petition for Rehearing" filed by Wichita Television Corp., Dec. 5 (ch. 3). Action Dec. 8.

Fresno, Calif.—Referred to full Commission for consideration motion of O'Neill Bcstg. Co. for extension of time to reply to opposition of applicants in ch. 12 proceeding, Fresno (California Inland Bcstg. Co., et al), to O'Neill's petition for consolidation, intervention and other relief. Action Dec. 13.

By Hearing Examiner Herbert Sharfman

WMAN Mansfield, Ohio—Issued order after prehearing conference including memorandum of ruling denying request for continuance of hearing re am application of WMAN Mansfield, for renewal of license; hearing will begin Jan. 25, 1956, as scheduled. Action Dec. 9.

By Hearing Examiner Annie Neal Huntting

Tyler, Tex.—Issued first statement concerning prehearing conferences and orders which shall

govern course of proceeding re am applications of Radio Bcstg. Service, Tyler, Tex., and Dana W. Adams, Tyler, Tex.; hearing is continued from Jan. 12 to Jan. 31, 1956, and second prehearing conference is scheduled for Jan. 25, 1956. Action Dec. 12.

By Hearing Examiner Basil P. Cooper

Portland, Ore.—Issued order for conduct of hearing re am applications of Robert E. Bollinger, Mercury Bcstg. Co. (KLIQ), and Capstaff Bcstg. Co., Ore. Ltd., Portland, Ore.; all exhibits to be offered in evidence by any party to this proceeding in support of the affirmative case and in response to any and all issues shall be exchanged with opposing counsel on or before Dec. 29; evidentiary hearing will begin Jan. 16, 1956. Action Dec. 8.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted motion to fix date for hearing re am application of Voice of Lake Tahoe, Zephyr Cove, Nev.; hearing shall commence Jan. 26, 1956. Action Dec. 13.

December 13 Applications

ACCEPTED FOR FILING

Modification of Cp

WPNX Phenix City, Ala.-Columbus, Ga.—Seeks mod. of cp (which authorized changes in existing station) for extension of completion date.

WTWO (TV) Bangor, Me.—Seeks mod. of cp to extend completion date to July 5, 1956.

WFPG-TV Atlantic City, N. J.—Seeks mod. of cp to extend completion date to June 15, 1956.

WIFE (TV) Dayton, Ohio—Seeks mod. of cp to extend completion date.

KTVQ (TV) Oklahoma City, Okla.—Seeks mod. of cp to extend completion date to Aug. 11, 1956.

KTVW (TV) Tacoma, Wash.—Seeks mod. of cp to extend completion date to July 15, 1956.

WSEE (TV) Erie, Pa.—Filed amendment to mod. of cp to specify DA system.

WTAM-FM Cleveland, Ohio—Seeks mod. of cp (which authorized changes in licensed station) to extend completion date.

KJEO (TV) Fresno, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 8, 1956.

WGTH-TV Hartford, Conn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 5, 1956.

KCRG-TV Cedar Rapids, Iowa—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WNOW-TV York, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 5, 1956.

WSIX-TV Nashville, Tenn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to March 21, 1956.

WFOX-TV Milwaukee, Wis.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 5, 1956.

Remote Control

KGST Fresno, Calif.; WMIS Natchez, Miss.; WTIV Titusville, Pa. (resubmitted); **WUOT (FM) Knoxville, Tenn.**

Renewal of License

KFAD Fairfield, Iowa.

December 14 Applications

ACCEPTED FOR FILING

Modification of Cp

WFHK Pell City, Ala.—Seeks mod. of cp to make ground system changes.

WBLU Salem, Va.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WTVY (TV) Dothan, Ala.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 6, 1956.

WKJF-TV Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16, 1956.

WSYR-TV Syracuse, N. Y.—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to March 5, 1956.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to April 1, 1956.

License to Cover Cp

KPMC Bakersfield, Calif.—Seeks license to cover cp which authorized increased power, DA, change in trans. location and equipment changes.

KGLN Glenwood Springs, Colo.—Seeks license to cover cp which authorized changed frequency, increased power, change hours, make ant. and equipment system changes. Resubmitted.

KYME Boise, Idaho—Seeks license to cover cp which authorized new am station.

KGAK Gallup, N. M.—Seeks license to cover cp which authorized changed frequency, increased power, changed trans. location, installation of DA-N and different equipment.

KYES Roseburg, Ore.—Seeks license to cover cp which authorized new am station.

WTIV Titusville, Pa.—Seeks license to cover cp which authorized new am station.

WATO Oak Ridge, Tenn.—Seeks license to cover cp which authorized changed trans.-studio location and remote control operation.

WCHV Charlottesville, Va.—Seeks license to cover cp which authorized changed frequency, increased power, installation of DA-N and equipment changes.

KDAL-TV Duluth, Minn.—Seeks license to cover cp which authorized new tv station.

WJAM Marion, Ala.—Seeks license to cover cp which authorized increased power.

WSUX Seaford, Del.—Seeks license to cover cp which authorized new am station.

KVHC O'Neill, Neb.—Seeks license to cover cp which authorized new am station.

WCBJ Edenton, N. C.—Seeks license to cover cp which authorized new am station.

License to Cover Cp Returned

WHER Memphis, Tenn.—Application for license to cover cp which authorized new am station returned to applicant; full name not given.

Renewal of License

KUDL Kansas City, Mo.; KBOA-FM Kennett, Mo.; WOI-FM Ames, Iowa.

Remote Control

KTOO Casper, Wyo.; KBMS (FM) Glendale, Calif.

Broadcast Bureau Decisions

Actions of Dec. 9

KCRG-TV Cedar Rapids, Iowa—Granted extension of completion date to July 5, 1956.

WSIX-TV Nashville, Tenn.—Granted extension of completion date to March 21, 1956.

WSYR-TV Syracuse, N. Y.—Granted extension of completion date to July 5, 1956.

Action of Dec. 12

WTWO (TV) Bangor, Me.—Granted extension of completion date to July 5, 1956.

Actions of Dec. 13

WTVY (TV) Dothan, Ala.—Granted extension of completion date to July 6, 1956.

KTVW (TV) Seattle, Wash.—Granted extension of completion date to July 11, 1956.

KPLC-TV Lake Charles, La.—Granted extension of completion date to July 12, 1956.

Actions of Dec. 14

WHLN Harlan, Ky.—Granted extension of completion date to June 15, 1956.

WSKN East Orange, N. J.—Granted mod. of cp to change ant.-trans. and studio location approx. 2,600 ft. west of present site.

WPNX Phenix City, Ala.—Granted extension of completion date to Feb. 9, 1956.

WKRZ Oil City, Pa.—Granted request for authority to operate unl. from Dec. 17 to Jan. 2, 1956, while **WSAJ Grove City, Pa.**, remains silent.

By the Commission

SCA Granted

WPKM (FM) Tampa, Fla.; KDFC (FM) San Francisco; WEAW-FM Evanston, Ill.; WHBL-FM Sheboygan, Wis.; KSJO-FM San Jose, Calif.

Renewal of License

WCBR Memphis, Tenn.; WEHS-FM Chicago, Ill.; WLCX LaCrosse, Wis.; WFRX, W. Frankfort, Ill.

UPCOMING

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.

Jan. 10: Employer-Employe Relations Committee, NARTB Hdqrs., Washington.

Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.

Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.

Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.

Jan. 26-27: NARTB Code Review Board, San Francisco.

Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 19-22: IRE National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

APRIL

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.

April 29-May 4: SMPTE Spring Convention, Hotel Statler, New York.

MAY

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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The Solar Plexis Blow

ALL but lost in the big news of the AFL-CIO merger was a resolution adopted unanimously by the New York convention dealing with subscription television [B•T, Dec. 12, page 53]. The resolution opposed toll tv on the substantial ground that it would infringe upon the property rights of owners and also would "curtail greatly the free use of the medium." The FCC, specifically, was asked to reject the [three] pending subscription tv applications.

The new AFL-CIO has 15 million members. This represents the most powerful organized force in our history. Other opponents of toll tv have used the argument that it would inflict new costs upon those least able to pay—the working men and women.

With the newly-merged AFL-CIO expressing unanimous opposition to toll tv added to the legions in motion picture exhibition and in broadcasting who reject the box-office tv thesis, it's hard to fathom how the proponents can ever get their project off the ground.

The Colorado Opportunity

HEARTENING evidence of progress in the radio-tv struggle for equal access to the news has come from Texas, and in Colorado, despite a setback, radio and tv have been given a chance to present their case before the highest court of the state.

In Waco, Tex., KWTX-TV presented a murder trial on live television [B•T, Dec. 12]. As would be expected, the admission of live cameras to the court has evoked criticism from some legal circles, but the adverse criticism was more than outweighed by the favorable reaction among lawyers and judges on the scene and by the general public.

In Denver, radio and television suffered a setback when the Colorado Supreme Court ordered the ouster of photographic and recording equipment from a court hearing involving John Gilbert Graham, who is accused of planting the bomb that blew up an airliner, killing his mother and 43 others. But vigorous protests—including an on-the-air editorial by Hugh Terry, president of KLZ-AM-TV Denver—have opened the way to possible tempering of the court order.

The Colorado high court has set a public hearing, to begin Jan. 30, into the question of admitting radio and tv to the courts.

Needless to say, the weight of authoritative radio and television opinion ought to be presented to the Colorado Supreme Court. For what is done by a high court in Colorado will be regarded seriously by the legal profession throughout the country. Precedent is the foundation of the law.

Precedent for television access to the courtroom has already been set in Waco. It would be reinforced by a favorable disposition of the Colorado case.

There is time for radio and television to prepare a unified and persuasive argument to present at the Colorado hearings, and it would be to default the future of the broadcasting news media if radio-tv leaders did not make a major effort in this case.

Lamb Orgy

TECHNICALLY the case of the FCC vs. Edward Lamb will not be closed until the FCC itself acts upon the recommendation of its hearing examiner. But as a practical matter the case is now ended, for it appears the Commission has no choice but to confirm the examiner's judgment that Mr. Lamb's broadcast license should be renewed.

So the case is ended—and on the same low plane of ineptitude and dissemblance that characterized the proceeding from the start. In all FCC history it would be hard to find a case originated, conducted and concluded with such little regard for due process of law, such frenzied political maneuvering and, on the part of Mr. Lamb and his associates, such vigorous utilization of publicity.

Politically motivated or not, the charges were made, the hearing set and government witnesses recruited. In the selection of witnesses, it later became evident, the FCC Broadcast Bureau had a lot to learn. One witness was tried and convicted of perjury for her testimony about Mr. Lamb. Others switched stories or invoked the Fifth Amendment. In all, the government's presentation would have flunked a freshman law student.

Aside from the incredible performances of witnesses, the conduct of other parties in the hearing was deplorable. In retrospect we are reassured of the validity of our remarks, published more than a year ago while the hearing was in progress: "It has been as squalid a spectacle as the most unreserved tabloid editor could wish for. If solid evidence has been produced to support the charge that Mr. Lamb has lied in saying he never had Communist ties, it is buried in an unwholesome mass of scandalous speeches by attorneys. To be sure, much of the speech-making has been done by Mr. Lamb's counsel, but the Broadcast Bureau, the hearing examiner and the defenders of Mr. Lamb share the responsibility for turning a regulatory hearing into the kind of case that would have been more in order in a Chicago police court of the Capone period."

To the hearing examiner, Herbert Sharfman, fell the unenviable task of trying to make a sensible decision on the basis of a two-million word transcript which contains everything from lies to legal orations that were intended more to make headlines than to enlighten the record. It was a ponderous assignment, and Mr. Sharfman appropriately carried it out. His decision occupied 139 pages.

Mr. Sharfman's painstaking, if somewhat labored, opinion adds up to a point-by-point dismissal of the government's charges against Mr. Lamb. At the end, however, the decision goes afield in an effort to answer the awkward question of why the hearing was held. Mr. Sharfman denies Mr. Lamb's allegations that the FCC was not justified in bringing the case to hearing. To support that conclusion, Mr. Sharfman says that the detailed consideration of evidence in his own initial decision in itself indicates a hearing was essential.

The FCC members who insisted on pursuing the Lamb case should be grateful to Mr. Sharfman for writing a decision long enough to make it appear that the Lamb case was worth the trouble.

It is to be hoped the commissioners will express their gratitude by adopting the decision as their own as quietly as possible. It would be nice to forget the Lamb case, but we suspect that other licensees may find it difficult to put from their minds the image of potential prosecution at the whimsy of the FCC.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"O.K., if you're Santa Claus, who is this *guy?"*

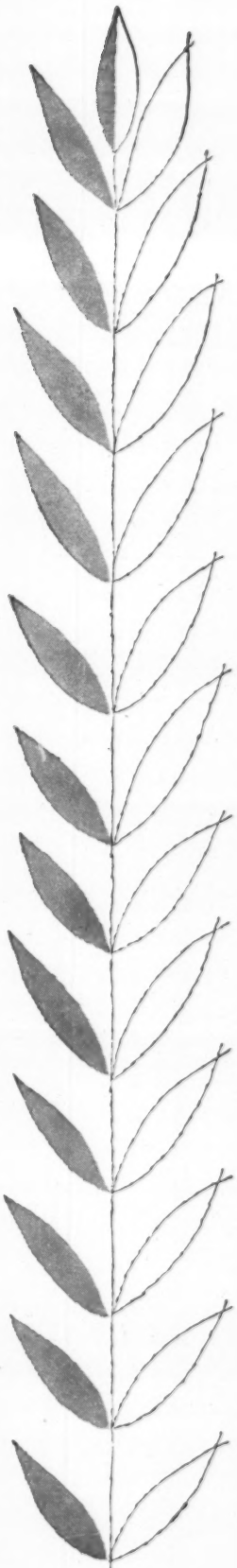
Argentine Return to Sanity

RETURN of *La Prensa* to the private ownership of the pre-Peron era is a significant step toward reinstatement of freedom of expression in Argentina. But it can be viewed only as a first step.

In these still early days of the new provisional government, full information is lacking as to what has been done to release Argentina's radio and television stations from the censorship and the domination (if not the ownership) of the government. The Peron dictatorship began its back-door acquistion of radio stations soon upon taking over, and in television, it became a "partner" in the operations. Certainly there can be no resumption of Argentina's free institutions until broadcast media are released from bondage.

The Inter-American Assn. of Broadcasters, which battled the Peronistas in their suppression of air freedom and oblique acquisition of ownership, can be expected to press for a return to democratic standards, now that dictatorship has been thrown out.

The Roster Speaks for Itself



- **Adventure Ho!**
  Gordon Chapman Company
- **Amos 'n' Andy**
  Food Fair Markets
- **Andy's Gang**
  Brown Shoe Company
- **Badge 714**
  Ford Dealers
- **Beauty is My Byline**
  The J. L. Hudson Company
- **Camera 4**
  Cole and Erwin, Jewelers
- **Candid Camera**
  Square Deal Miller, Jewelry
- **Celebrity Playhouse**
  The Stroh Brewery Company
- **Confidential File**
  Bardahl Manufacturing Corporation
  Faygo Beverage Company
- **Death Valley Days**
  Pacific Coast Borax Company
- **Dr. Hudson's Secret Journal**
  Ironrite, Incorporated
  Awrey Bakeries
- **Eleventh Hour News**
  E and B Brewing Company
- **Good Cooking**
  Michigan Consolidated Gas Company
- **Headline**
  Swift and Company
- **Hockey Games**
  The Stroh Brewery Company
- **Michigan Outdoors**
  National Brewing Company of Michigan
- **Mr. District Attorney**
  Carter Products, Incorporated
  D.W.G. Cigar Corporation
- **News by Williams**
  Socony Mobil Oil Company, Inc.
  Richman Brothers Company
  Jerry McCarthy Chevrolet Company
- **Romper Room**
  S. S. Kresge Company
- **Saturday Edition**
  Hotpoint Appliance Company
- **Soldiers of Fortune**
  The Seven-Up Company
- **Studio 57**
  H. J. Heinz Company
- **Sunday Matinee**
  Radio Distributing Company
- **Sunday News Final**
  Haney Buick, Incorporated
- **The Great Gildersleeve**
  Hekman Biscuit Company
  Rival Packing Company
- **The Little Show**
  Wrigley's-Big Bear Markets
- **Traffic Court**
  Chevrolet Dealers of Metropolitan Detroit
- **Waterfront**
  Nash Dealers of Greater Detroit

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